JULY 9, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsm... Radio

Broadcast Advertisi...

...STING Publishing Co. 1505 N. Broadway Milwaukee, Wisc.

how much does a laugh weigh?

FROM TIME TO TIME, observant critics have referred to the quality of humor in WOR shows as either "light" or "heavy". We herewith thank the critics for the attention they have given us and publicly admit that they are right. The jokes and capers *are* sometimes "light", or sometimes "heavy".

But whether it's a light quip tossed across the breakfast table by Dick of WOR's "Dorothy & Dick", or one of Senator Ford's heavy guffaw-getters on "Can You Top This?", WOR is not much concerned about how much the laugh weighs. What WOR wants—and gets—from its crack showmen, is humor, light or heavy, that makes Crossley and Hooper figures grow; that makes people open the doors of dealers' stores and go in to take things off of shelves for cash.

So, if you, sir, would like a show with humor laced through it cleverly to make people smilingly listen to what you have to say, why not call WOR today? Our skilled showmen, who are also skilled salesmen, have an astonishing record for turning out shows at prices that snugly agree with budgets small, medium or large size.

WOR

that power-full station
at 1440 Broadway, in New York

MUTUAL

Typical of "Your Home and Mine" daily events is this interview between Mrs. Wetzler and E. H. Powell, left, President of Encyclopedia Britannica; and noted American artists John Steuart Curry, Frederic Taubes, and Frank Kleinholz.

New ~~OLD~~ FRIENDS *in Midwest America*

"YOUR HOME AND MINE" PROGRAM JOINS THE LIST OF WLS FAVORITES

NEW FRIENDS become old friends *quick* on WLS—for example, Jo Wetzler's "Your Home and Mine" pulled 5,782 requests for a seed catalogue this spring. "Your Home and Mine" only went on the air in December, 1944; already it gets the same kind of results you expect from our *Old Friends,* the 21-year-old WLS National Barn Dance; the 10-year-old WLS Feature Foods, and other WLS old timers among Midwestern radio programs.

Jo Wetzler, who originated "Your Home and Mine" as a different kind of women's program, is a former newspaper woman and an experienced director of women's affairs for radio; she is a housewife and mother of three children. With this background of writing, speaking, and home-keeping, Mrs. Wetzler and her program have won a quick place in the affections of WLS listeners.

Add to the long list of WLS "Old Friends in Midwest America", a *new* friend: "Your Home and Mine". Remember that it follows the WLS pattern of simplicity and service, a pattern that for twenty-one years has merited the *confidence* of Midwestern people over four great states. It is this *confidence* that brings response, for with programs old or new, WLS GETS RESULTS!

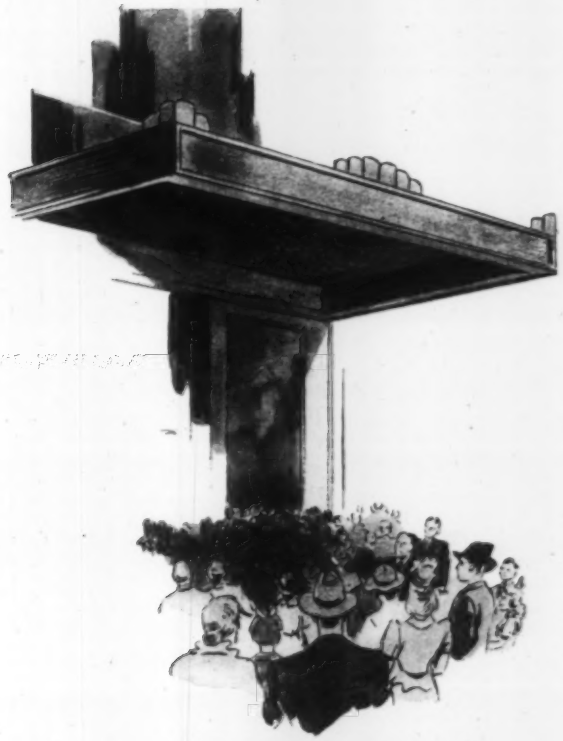
For availabilities on the new WLS women's feature, "Your Home and Mine," see any John Blair man. Program time is 1:30 to 2:00 each afternoon, Monday through Friday, WLS.

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS



THESE 20 W S M YEARS

THEY WANT TO LOOK, TOO

A characteristic of WSM's relationship to the five million people in our listening area is that we seem to inspire in them a desire to look, too. After they have listened awhile, they want to see the performers. They pack the studios. They pack the auditoriums where WSM folks make so many hundreds of annual personal appearances. This desire to look seems to apply with equal force to the merchandise about which they listen on WSM's 50,000 Watt wave.

WSM
NASHVILLE

THE STATION THAT MAKES THEM **LISTEN AND LOOK** AT THE GOODS BEHIND THE SPONSORS BEHIND THE SHOW

HARRY STONE. *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

COL. WILLIAM S. PALEY, on leave from CBS presidency, returns to U. S. in September and goes on inactive Army status, giving up post as radio chief, Psychological Warfare Branch, SHAEF. Expected he will be elected chairman of the CBS board, with Paul W. Kesten, executive vice-president, rising to presidency. That was earmarked when CBS last month elevated Dr. Frank N. Stanton to vice-president and general manager.

SPECIAL tour of broadcasters to a European theater may develop. It's sure-fire bet that J. Leonard Reinsch, managing director of the Cox radio stations and special radio adviser to President Truman, will go along as official White House representative.

NETWORKS will have to get along with pool arrangement for President Truman's trip to Berlin conference. Time problem is difficult under pool plan, and it is understood President was so informed by nets. NBC won draw, naming Morgan Beatty as pool representative.

LT. GEN. Robert C. Richardson Jr., last week named commanding general of Central Pacific area by Gen. Douglas MacArthur, saved radio many headaches as Army's public relations chief at war's outset. He squelched plans of Army hot-heads to commandeer radio, brought Ed Kirby in first as civilian radio chief and then as a commissioned officer.

KEEP AN EYE peeled for reorganization of FCC technical staff to speed processing of 813 applications for new FM, TV and AM. Chairman Paul A. Porter, fearing limited staff will cause bottleneck, reported burning midnight oil on streamlined organization to be given Congress in fortnight.

IT'S NOW DEFINITE Col. Al Warner, official Army voice on NBC's *Army Hour*, will become executive news head of WOL Washington, Cowles station, when discharged probably this September. Mutual also will benefit by Warner's Washington commentaries, judged among nation's best when he headed CBS capital news department prior to Army service. Before radio, he was Washington bureau chief of *New York Herald Tribune*.

THIS WEEK (probably Tuesday, July 10) FCC will act on transfer of $22,000,000 Crosley Corp. (including WLW Cincinnati and satellites) to Victor Emanuel's Aviation Corp. Two main possibilities: (1) Approval of transfer of control of WLW license to Avco with proposed acquisition by Crosley of WINS New York for $1,700,000, plus $400,000 time trade deal, to go to hearing; (2) setting entire transfer for hearing. FCC staff working feverishly to complete study of transfer documents, having in mind sales contract terminates July 16.

RESIGNATION of ex-Trust Buster Thurman Arnold as justice of Court of Appeals for District of Columbia leaves two vacancies on high bench, which handles radio appeals, with third

(*Continued on page 86*)

Upcoming

July 11: Board of Zoning Adjst., public hearing Bamberger TV application for Washington, D. C., Board Room, District Bldg.

July 12-13: Engineering hearings to determine technical rules and standards for FM, television and facsimile, 10 a.m., Conference Room B, Departmental Auditorium, Washington.

July 12: Hearing before Senate Interstate Commerce Committee, nomination of William H. Wills to FCC, 10:30 a.m.

Bulletins

ELMO C. WILSON, back from 16 months overseas as chief of surveys, Psychological Warfare Division, SHAEF, named CBS director of research Friday. He formerly was with OWI.

REPORT to the nation on Seventh War Loan will be made on CBS July 10 7-7:30 p.m. by Sec. Morgenthau and Ted R. Gamble, national director of War Finance Division. Background of problems faced and dramatizations of major world events will be presented.

NEW YORK TELEPHONE Co. using participation shows and spots requesting public to limit calls to five minutes. Spots started July 2 for 13 weeks through BBDO New York WAGE WABC WBNY WEAF WEBR WFBL WGR WHAM WHEC WJZ WKBW WOLF WOR WSYR.

WHEELER CITES NEED FOR U. S. POLICY

NEED for a definite Government policy on international communications before proper legislation can be passed was pointed out to President Truman Friday by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee. Sen. Wheeler, accompanied by Sens. McFarland (D-Ariz.), Hawkes (R-N. J.) and Capehart (R-Ind.), reported to the President on their inspection tour of European communications.

"I told him what I thought should be taken up at the Big Three conference," said Sen. Wheeler. "A lot of things should be straightened out, regardless of a merger." Sen. Wheeler said he told the President that legislation of any kind was impossible as long as Government agencies are not together. Navy Dept. has recommended compulsory merger of all international communications. State Dept. in a surprise move, wasn't so sure a compulsory merger was the answer. Sen. Wheeler said he felt the Big Three should "straighten out some things" regarding communications and that President Truman should announce a definite policy.

NEW REP FIRM

NEW representative firm, Advertising Time Sales, formed by S. W. Papert, of Dallas. Main office is at 360 N. Michigan Blvd., Chicago. John Alexander, former newspaper and radio man, heads Chicago office and time sales.

Business Briefly

WMAG CONTRACTS ● General Foods Corp. (Post's Raisin Bran), 78 station breaks, seven a week, through Benton & Bowles; Illinois Bell Telephone, 182 station breaks, seven a week through N. W. Ayer & Son; Evans Fur Co. renewal of *Your Friend, Bob*, Mon.-Sat. 8:45-9 a.m., through State Adv. Agency.

TOM MIX RENEWED ● Ralston Purina Co. St. Louis, has renewed for 52 weeks *Tom Mix* Mon.-Fri. juvenile series on 260 Mutual stations, originating in Chicago. Agency, Gardner Adv. Co., St. Louis.

NAMES AGENCY ● W. F. McLaughlin & Co. Chicago (coffee) to Sherman & Marquette Chicago.

MIDWEST TEST ● Fitzpatrick Bros., Chicago (Kitchen Klenzer) starts Aug. 1 disc series *Clara, Lu 'n' Em*, in five markets, Chicago, St. Louis, Indianapolis, Detroit, Cleveland. May go network, if time can be cleared. Agency, Russel M. Seeds Co., Chicago.

MILES SUB ● Miles Labs., Elkhart, Ind., replaced *Lum 'n' Abner* July 2 on American Mon.-Thurs., with *Pick and Pat*. Agency, Wade Adv., Chicago.

SLOAN DOUBLES ● Dr. Earl R. Sloan Inc. New York (Sloan's Liniment) doubles spot radio campaign starting Oct. 1. Sloan now usnig about 20 stations. Agency, Wesly Assoc. New York.

WIGGLESWORTH WOULD OPEN DOOR TO ALL

AMENDMENT to Sec. 326 of Communications Act to make it unlawful for a station to deny time on the air for expression of opinion was introduced late Friday in the House by Rep. Wigglesworth (R-Mass.). Rep. Wigglesworth, long a foe of the FCC, said measure is designed "to assure to any commentator or broadcaster the freedom of speech over the air". It is understood amendment was prompted by Upton Close's exit from NBC and Mutual.

Under proposed law no station shall "deny any citizen of the U. S. access to or the right to use" its facilities or 'discriminate in any manner against any citizen of the U. S. by reason of any opinion, statement or comment' not in violation of the obscenity clause. Bill also would deny the FCC power to "fail to renew, to modify or to revoke" a license because a licensee complied with proposed amendment. Persons "agrieved" would have recourse in Federal district courts.

NAB CODE MEETING

LEE B. WAILES of KYW Philadelphia, chairman of the NAB Code Committee, has called a meeting of his group for July 31-Aug. 1 in Washington to discuss the Code in light of the FCC findings in the CIO-WHKC case, which virtually tossed the Code out the window [BROADCASTING, July 2]. When the NAB Board meets Aug. 6-7, also in Washington, the Code Committee's report will be presented.

WTAM's Modern Farmer "looks in" on Cleveland's Victory Gardens

"WHAT causes cucumbers to wilt?" "Should my tomatoes be mulched?" Cleveland's Victory Gardeners pitch eager questions and JIM CHAPMAN answers from nine years of experience in farm broadcasting. *Another* example of WTAM's timely community service. *Another* big reason why WTAM is first* in listening audience day and night and first in program popularity polls too. 34 of the top 50 programs are on WTAM. There *is* a reason.

*NBC 1077 City Survey, 1944

FIRST in CLEVELAND
WTAM
50,000 watts
Represented by NBC SPOT SALES

Upper left
JIM CHAPMAN, the Modern Farmer. Agricultural Director WTAM.

Lower left
Design for living at the Mayfield-Superior Victory Garden.

Lower right
"Scarecrow in the corn" at Cleveland Heights' Victory Garden.

Under the supervision of JIM CHAPMAN, WTAM broadcasts direct from the Victory Gardens of Greater Cleveland as a part of its wartime public service.

"by the company he keeps"

MANHATTAN SOAP CO.

Three 15-minute News periods a week for 52 weeks . . . Now in FOURTH year.

Duane Jones Co., New York, N. Y.

BERG CLOTHING CO.

Three 15-minute News periods a week for 52 weeks . . . Now in SECOND year.

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY, General Manager

BROADCASTING

The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Dorothy Young, Herbert Hadley

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

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Frank A. Browne, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

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TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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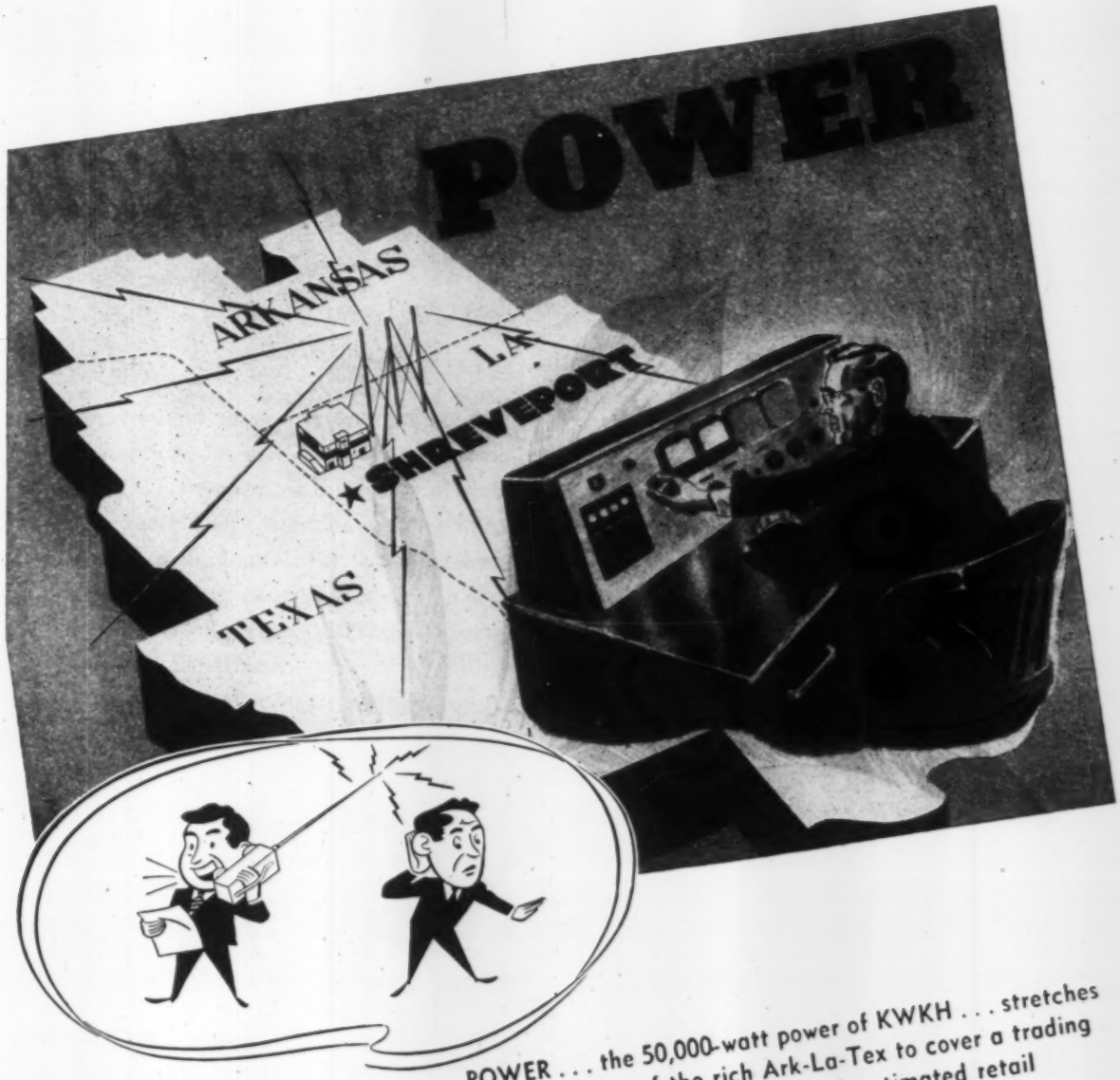


POWER . . . the 50,000-watt power of KWKH . . . stretches the boundaries of the rich Ark-La-Tex to cover a trading area of 1,886,440 population, with estimated retail sales in excess of $350,000,000. Petroleum, timber, cotton, livestock, and the 688 industrial products of the Shreveport area spell *wealth and buying power* . . . adequately reached by the SELLING POWER of this No. 1 medium of the region . . . KWKH!

"THE SELLING POWER IN THE BUYING MARKET"

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

More feathers!
WBT

...in Martha's chapeau...

MARTHA MILLER has been trimming her bonnet with bright tributes for more than a year. They come from listeners. And from advertisers. They're the kind of warm, wonderful tributes that lift her WBT program off the shelf of everyday women's shows, and set her on a very special pedestal down here in the Carolinas.

Successful advertisers will tell you it takes a lot more than a slick commercial to sell the South. A sales message has to come from someone our listeners know and trust. *Martha Miller's* sincerity and pert enthusiasm bring letters like this: *"You seem to be talking straight to me. Your ideas about, oh, just everything help me lots!"*

Her Monday-through-Friday broadcasts (10:15-10:30 A.M.) serve equal portions of facts and feminine frills. They appeal to Piedmont housewives—first as women, then as members of their communities. Down here you'll find current coiffures, living room draperies and family menus all traceable to *Martha Miller's* influence. And you'll also find her influence thoughtfully reflected in women's clubrooms, and at local civic meetings.

Joining in social work, urging cooperation with government drives — are typical earnest *Martha Miller* projects. When the San Francisco conference opened, she invited presidents of North Carolina women's clubs to meet on her broadcast every Friday, to talk about the dilemmas facing the world's peace-makers in simple, understandable language. Public service of this nature forms a strong backbone for the program's other women's features.

Throughout the Carolinas, *Martha Miller* enthusiasts *listen* and *learn. Their loyalty has built her an audience six times greater than that attained by any competing program in the WBT area.* It's a loyalty that advertisers who want to tap the rich buying power of Piedmont pocketbooks can share. And the shortest route to it is through us or Radio Sales.

REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS

Pheidippides Covered a Lot of Ground

Pheidippides did a grand job—for 490 B.C. He ran 22 miles to bring news of a Greek victory; but his audience was limited.

Radio Station

WFLA

serving the Tampa-St. Petersburg area,

does a grand job in 1945—but its audience is measured in thousands.

WFLA covers a lot of ground, too — Tampa, St. Petersburg, Clearwater — and a rich trade area with the greatest buying power in its history.

For effective, thorough coverage of a "bigger slice of Florida," use WFLA — the most-listened-to station in the Tampa trade area.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO

Feature of the Week

MADE UP of 5% spoils of war, 5% gifts from the States, and 90% "moonlight requisitioning" WDGO, blanketing a total area of about 500 yards, was the nearest thing to competition the regular American Expeditionary Stations in Italy ran into.

The one-lunger was the brain child of the men at headquarters, 11th Troop Carrier Squadron of the 12th Air Force. Though not a station in the accepted sense, WDGO fed the squadron entertainment and information.

The idea for a station had been kicked around at a barracks bull session. First it was necessary to have a scrounger (expediter of procurement). Capt. John R. Gordon, squadron communications officer, was named.

The staff tore plywood cases from incoming equipment and made the control panel, turntable, receiver cases and even the studio walls and floor. A mechanic donated a crystal pickup, another a tuning condenser.

German planes littering nearby airfields were stripped of switches and control knobs. Friends in the States sent over turntables and microphones. "Moonlight requisitioning" supplied essentials unobtainable through "channels".

Three men under the supervision of T/Sgt. Harry Laney built a 50 w amplifier to provide power for the loudspeakers.

CHIEF announcer S/Sgt. Rosamond, formerly of WTBO Cumberland.

Officers and men crowded the studio for the first program. After a buzz, a few squeaks and wheezes, came the words of a husky-throated youngster whose voice would carry 500 yards *without* a transmitter. "This is your Radio Station WDGO," it said. The men cheered like mad.

They broadcast request recorded music, picked up programs from BBC and AES stations, often breaking in with announcement of the movie at the squadron theater or the menu for chow.

Station manager was T/Sgt. Walton Chambers. Chief announcer was S/Sgt. Robert "Pop" Rosamond, who had 12 years' experience as radio engineer, disc jockey, and announcer at WTBO Cumberland. S/Sgt. Claude R. Knect was chief engineer.

Sellers of Sales

JEFF ABEL started in radio agency work in Washington in 1931 when few agencies handled radio in the Nation's Capital, and the field was wide open. He started as account executive and radio director with Henry J. Kaufman, and is now a partner in the firm.

Through him, Dy Dee Wash was introduced to Washington mothers via radio. These spots have been acclaimed in national trade journals many times. Jeff has bought over a million dollars worth of air time for local and regional accounts, including Potomac Electric Power Co., S. Kann Sons Co. (department store), Pepsi Cola Bottling Co. of Washington, Wakefield Dairy, among many others in his 14-year stay with Kaufman.

National Advertising Agency Network has awarded him numerous "firsts" for local programs and spots in the exhibits held yearly by that group. For several years he has been radio chairman for Red Cross War Fund Drives for the District of Columbia.

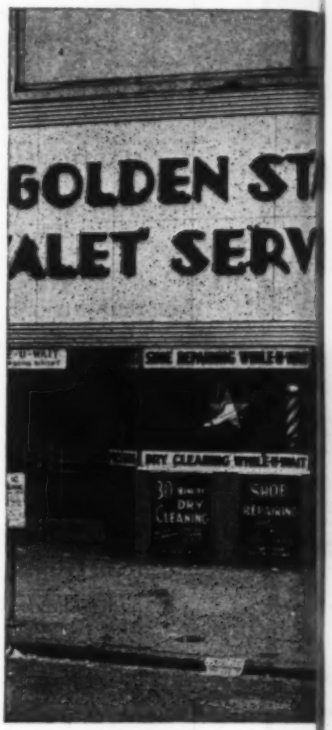
Jeff is a Washington boy. He was born there Aug. 16, 1906 and educated in Washington schools. He was graduated from Tech High School in 1924, then spent the next year with the Washington News Co. and the U. S. Geological Survey.

JEFF

The latter job took him to the Middle West. He returned East to attend the U. of Maryland after which he went with the old Merchants Bank & Trust. There he had varied experiences in bookkeeping, teller and foreign exchange work. He stayed with the bank until 1931 when he joined Kaufman.

He is married and has a son, 6. The Victory garden he is strenuously cultivating serves to loosen up those golf muscles he uses whenever he gets a chance. Then for relaxation he plays around with photography and listens to his favorite jazz classics.

2000 spots on WWDC



Golden Star Shoe Repair and Valet Shops are the busiest in Washington. Two years ago they weren't quite so busy.

Then they started a spot campaign on WWDC that was continued without interruption, morning, noon and night for two years.

Today, Washingtonians stand in line to take advantage of Golden Star Shoe Repair and Valet service.

Have you something to sell to the Washington market?

WWDC is your sales-producing buy.

WWDC

the big sales result station in Washington, D. C

Represented nationally by WEED & COMPANY

This Makes KOA's 4th!

Again in 1945 . . . KOA wins not one *but two* coveted awards in *Billboard's Eighth Annual Radio Station Promotion Survey* . . . two out of seven awards made to five NBC owned and operated or affiliated stations.

Advertising agency and sponsor executives voted KOA 2nd for overall promotion in the clear channel network affiliates division. WOR was first. And in the sweepstakes between all owned and operated stations of the networks KOA came in 3rd.

Quotes from the results as reported by Billboard:

"It's a cinch, however, that had WOR not entered KOA would have copped the nod."

"From trade advertising to merchandising and tub thumping for local programming, this NBC owned and operated affiliate didn't miss any bets."

We're pleased to have run a close second to WOR. This station has received more recognition from many sources for its outstanding advertising and promotion than any other station in the nation.

KOA thanks Billboard and congratulates Station WOR on its excellent showing. For us it's gratifying to have still further proof that KOA is "First in Denver."

KOA won Billboard's Award in 1941 and 1942 for most consistent exploitation.

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY

FIRST in DENVER

KOA

NBC

50,000 watts 850 on your dial

Represented by NBC SPOT SALES

It's all in knowing

• This year, top honors in three classifications of the Annual American Television Society Awards have been given NBC television station WNBT, New York.

WNBT is pleased and proud. Pleased, because although awards are not our foremost goal, these ATS citations are, we feel, recognition of our efforts to make each WNBT television program the finest to be seen on the air.

Proud, because now and then we come up with a "MEN IN WHITE" (Sidney Kingsley's Pulitzer Prize play), cited by the ATS as the *Outstanding Television Drama Production* of the 1944-45 season; or an "ABE LINCOLN IN ILLINOIS" (by Robert Sherwood), produced after the deadline for the 1944-45 awards, but hailed in Variety's recent review as "television's greatest play to date."

Although productions of the calibre of these two are still too often the exception in television—even at WNBT—they do represent forward strides. And it is just possible that

OUTSTANDING TELEVISION DRAMA PRODUCTION

This is Edward Sobol, who produced the award-winning WNBT television drama, "MEN IN WHITE." Sobol's television experience began at WNBT in 1939—the same year the NBC television station inaugurated America's first public television service. Sobol has been actor, director, business and production manager in the legitimate theatre.

OUTSTANDING TELEVISION DRAMA PRODUCTION

This is Ronald C. Oxford, WNBT stage manager for Mr. Sobol in the presentation of the prize-winning "MEN IN WHITE" production. Born in England, Oxford's colorful career as actor, director, producer for the last fifteen years has taken him from his birthplace to the theatre . . . to Hollywood . . . to Radio City . . . and in February, 1944, to WNBT television.

HOW...

they reflect the finest television broadcasting facilities in the business; the longest practical television production experience in the industry.

WNBT thanks the ATS and the society's judges for their recognition of the job we're trying to do well. WNBT publicly salutes the distinguished production and technical staffs whose skill has made it possible for WNBT to win more 1944-45 ATS awards than any other television broadcaster.

If you are considering an initial venture in television, remember the accumulated experience and technical and production knowledge that brought these awards to WNBT are available to all WNBT advertisers.

NBC TELEVISION

WNBT NEW YORK

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

TELEVISION SPORTS PROGRAMMING

This is WNBT producer Ernest S. Colling, who, in addition to his regular studio assignments, handled the outside sports pickups judged best in the ATS awards. Colling joined NBC as television director in 1940. Took over for regular Special Events Director Burke Crotty (just returned to WNBT) when Crotty left WNBT in 1942 for Army service.

OUTSTANDING EDITING OF NEWS FILMS

This is Paul Alley, Director of WNBT Film Programs, who was given a special ATS award for his superb handling of WNBT news presentations. Long a prominent figure in motion pictures, Alley joined WNBT a year ago to direct news presentation. His "Life of Franklin D. Roosevelt" was cited in reviews as comparable in excellence to a March of Time presentation.

"Mr. Blunk's tendency to violence is highly regrettable, Miss Love!"

● What has poor Thistlewaite done *now*?

Possibly selected the wrong hour on the right station (or vice versa) for a spot campaign. Maybe accepted advice from somebody who'd recommend plugging Florida oranges in California if he smelled a chance for a sale. Maybe approved an unwise change in a good schedule.

Free & Peters could save Thistlewaite a lot of trouble, if he'd only let us. The Quiz Kids would easily outclass us in general information, sure . . . but when it comes to spot broadcasting we either have all the answers or know where to get them!

If you've got a few "spots" before your eyes, we'd be glad to be of service. How about it?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
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BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 2 WASHINGTON, D. C., JULY 9, 1945 $5.00 A YEAR—15c A COPY

Truman Calls for Free, Competitive Radio

Sees 'Even Freer' Competition With Advent of FM and Television

By SOL TAISHOFF

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PRESIDENT HARRY S. TRUMAN believes American radio "is in good hands" and that it "must be maintained as free as the press".

In his first expression on radio since he took over the nation's helm on that fateful day in April, the Chief Executive last week praised the "American system" of free competitive enterprise. He foresaw "even freer" competition with the advent of new services such as television and FM.

President Truman's message to all in radio was transmitted in a letter to the writer on the eve of the Chief Executive's departure for Germany to attend the "Big Three" conference. The President cited radio's war role, past and ahead. Since Pearl Harbor, he said, "American radio has written its own Magna Charta."

Favors Competitive System

President Truman made crystal clear where he and his Administration stand on radio. His letter covered practically every policy question that has been asked as to the Chief Executive's radio views. He evidenced an intimate grasp of the medium, drawn from eight years of stewardship in the Senate and as a member of the Interstate Commerce Committee in which radio legislation originates.

"Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities," said the President. "That this system has worked is demonstrated by radio's remarkable strides as a public service medium."

Looking ahead, Mr. Truman took notice of the "challenging days" that confront radio in the development of FM and television. These new services "will open new vistas of opportunity for public service." With "many hundreds" of new stations possible through the opening of these "new frontiers", the President felt that "the free competition of the present will become even freer."

The President's forthright observations can be expected to have greatest significance in the future course of radio regulation. "The American system has worked and must keep working," he said. "Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press."

These pronouncements of Administration policy, it is logically thought, will force a revision of certain of the regulatory philosophies now in vogue at the FCC. Scarcity of facilities for new stations always has been the device employed in introducing more rigid regulation of the medium. With almost unlimited opportunities for new stations to be opened by FM—a factor clearly recognized by the President—need for Governmental regulation of other than physical aspects of radio should become less and less pronounced.

Knows Radio

The President is more familiar with the practical problems of radio service and operation than any of his predecessors. He is the first Chief Executive to have on his staff an official radio adviser—J. Leonard Reinsch, managing director of the Gov. James M. Cox radio stations (WSB Atlanta, WIOD Miami, WHIO Dayton). Among his wide circle of intimate friends are such broadcast personages from his native Missouri as Tom L. Evans, part owner of KCMO, Arthur B. Church, KMBC, and Roy Roberts, managing editor of the *Kansas City Star*, which operates WDAF.

Paul A. Porter, FCC chairman—a caller at the White House last week—worked with the Chief Executive during the last Presidential campaign as publicity director of the Democratic National Committee. Mr. Reinsch, as the Committee's radio director, was constantly at the Vice-Presidential nominee's elbow during the campaign, and carried on afterward. When Mr. Truman was sworn in as President April 12, Mr. Reinsch was there. Whenever the President has filled a radio engagement, Mr. Reinsch has been on hand.

In his letter to this journal Mr. Truman also took cognizance of radio's vital war role and called upon the nation's broadcasters to direct their energies in the future, as they have in the past, toward "the liquidation of all resistance to the principles upon which their own free charter is founded". He alluded to radio's quick transition to full-fledged war service.

Radio, with the press, the President observed, "must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and the Government." In saluting America's broadcasters as "warriors for our common purpose", he solicited "continued zeal in the cause of freedom and decency."

(*Editorial on page 46*)

THE WHITE HOUSE
WASHINGTON

July 3, 1945

Dear Mr. Taishoff:

In my opinion, the free voice of radio never has faced a more important challenge in its 25-year history than that which lies before it now as Allied weapons are turned upon the last enemy of liberty. Broadcasters must direct their energies in the future, as they have so nobly in the past, toward the liquidation of all resistance to the principles upon which their own free charter is founded.

Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities. That this system has worked is demonstrated by radio's remarkable strides as a public service medium. The wisdom of that original policy, moreover, is reflected in radio's quick transition to full-fledged war service -- a task yet unfinished. Since Pearl Harbor, American radio has written its own Magna Charta. But beyond the day of final victory there lie myriad problems.

Radio, with the press, must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and the Government. For radio itself there are challenging days ahead. New services are in the offing -- services such as television and FM broadcasting, which will open new vistas of opportunity for public service.

American radio is in good hands. With many hundreds of new stations possible by virtue of the opening of these new frontiers by our scientists and engineers, the free competition of the present will become even freer.

The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press.

I salute America's broadcasters who have been, in their fashion, warriors for our common purpose and solicit their continued zeal in the cause of freedom and decency.

Very sincerely yours,

Harry S. Truman

Mr. Sol Taishoff,
Editor and Publisher,
Broadcasting Magazine,
870 National Press Building,
Washington 4, D. C.

War Electronic Surplus to Reach Billions

Stockpiles of Radio Equipment Are Developing

By J. FRANK BEATTY

THE biggest stockpile of radio equipment and components in history is off to a flying start.

There's 30 million dollars already of released war surplus—some usable, some not.

In another year or so it may grow to 5 billion dollars.

That's a lot of equipment and components.

Now where does broadcasting come in?

Best information right now is that broadcasters can pick up some low-powered transmitters—mostly 250 w. They can be adapted to broadcast use if WPB is willing. While the transmitter part of the pile isn't much to get excited about, and the collection of microphones is mostly hand stuff, there are great stores of standard electronic components—resistors, capacitors, condensors, sockets, test equipment, and 2,500,000 tubes (mostly special purpose types). The standard items are coming in fast, and moving fast.

A smart engineer with enough time and money probably could shop around and pick up enough parts to make a 50,000 w transmitter. If he used 75% surplus items and the other 25% wasn't critical, the WPB likely would grant a priority.

Held by Manufacturers

That can be done with material now in the hands of a group of manufacturers who act as sales agents for the Reconstruction Finance Corp., which in turn is a disposal agency for the central U. S. policy-making agency — Surplus Property Board.

War surplus provides one of Washington's most intricate situations. At the moment it's a mess. There's no central inventory, for example, of electronic end equipment and components. The RFC can't go in for any such service. It hasn't the people and its agents provide their own inventories.

So instead of becoming the biggest storekeeper in the world, RFC has contracted with a list of manufacturers who have agreed to sell electronic surplus items of their own manufacture. A special group of these manufacturers known as central agents will handle material made by other firms (not agents) in addition to their own.

The Government isn't alone in its growing pains. War surplus has the manufacturing and distributing industry running in circles.

Basic U. S. policy is to feed war surplus into the market so it won't cause any upsets. Factory unemployment is genuinely feared, along with dislocation of distribution machinery and an epidemic of wildcat operators.

SALE of surplus electronics property—expected to run into billions—is a tough U. S. problem. This article explains what is happening, and how surplus is handled. In the next article broadcasters will be told how to do business with the RFC, what they can get and what's to come insofar as can be forecast.

These calming policies can't stop component makers from worrying. They scoff at present and potential war surplus. They even scoff at 5 billion dollars worth of it. Mostly junk, they say. Only 3% of surplus stuff will be standard components usable in commercial radio.

That's one side of the story.

Will Go Into Market

Surplus Property Board estimates that 40% of surplus radio and electronic material will go into the competitive market; another 30% to nonprofit organizations and institutions at low price; 30% unusable, to be sold as scrap. WPB goes at it from a different tack, pointing out that 75% of military equipment is made of standard civilian components. Even radar components are mostly standard.

Somewhere between the two will be found the actual formula. Most military items are made of standard components, but are designed for battle action, tropical humidity and other special needs.

The broadcaster who is looking for a 1 to 50 kw transmitter in the surplus warehouses will have to look long and hard. RFC offers little hope, officially. The corridors in Washington, though, are alive with rumors. There's a whole warehouse full of transmitters rotting in Philadelphia; the Signal Corps and Air Forces have enough transmitters to fight another war; OWI has dozens of broadcast transmitters all over Europe.

Run down those rumors, and the results are discouraging. The military, of course, keeps transmitters around, has bins with millions and millions of parts. After all, they have to be prepared for anything —a December bulge, for example. Yet the Army is hunting everywhere for some 5 and 10 kw broadcast transmitters. One 50 kw transmitter has been handled in surplus, but it went from one U. S. agency to another.

It's true that OWI has a lot of broadcast transmitters in Europe. But try to get one. The sad fact is that most of the OWI's transmitters will stay in Europe. All electronic surplus in foreign countries will be sold by a single disposal agent, the Army-Navy Liquidation Commissioner. That will account for perhaps half of the total war surplus. The law requires sale abroad of surplus located there.

OWI went into Europe prepared to place transmitters where they would do the most good. Fortunately large numbers of usable or repairable transmitters survived the scorched earth policy of the Germans, so it has plenty.

The military will move a lot of end equipment and components from Europe to the Pacific, where they will be on U. S. soil at the end of the Japanese war. Shipping it back to the States at that time will be a big project, perhaps too big to bother about.

As the 30-million-dollar surplus

(*Continued on page 79*)

WSPA V-P Walter J. Brown Appointed Special Assistant to Secretary Byrnes

MR. BROWN

WALTER J. BROWN, vice-president and general manager of WSPA Spartanburg, last Thursday was named special assistant to the new Secretary of State, James F. Byrnes. Mr. Brown has been closely associated with Justice Byrnes for several years and last April completed two years of service as aide to the former justice during his tenure as director of the Office of Economic Stabilization and Reconversion.

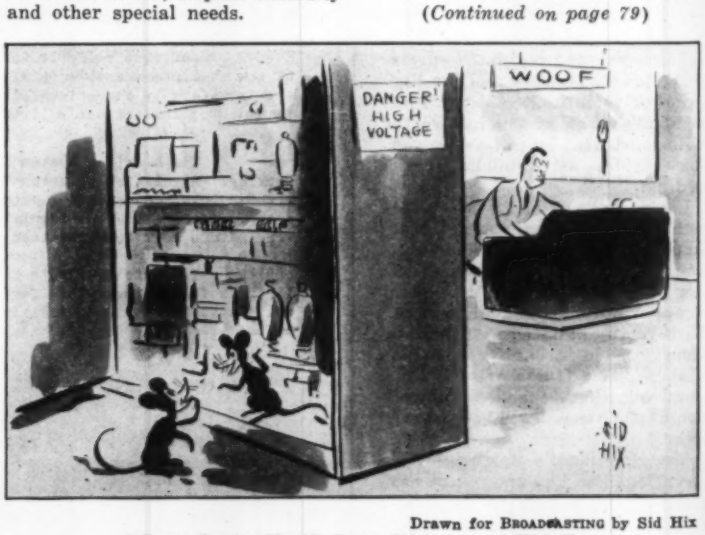
Simultaneously, Secretary Byrnes announced the appointment of Donald Russell, legal aide to Judge Fred Vinson, Justice Byrnes' successor, and of Ben Cohen, Government attorney, to temporary positions as special assistants. All three temporary assignments will run until Secretary Byrnes returns from the Big Three conference in Berlin.

Mr. Brown is the second practical broadcaster to assume high status in the Truman administration. J. Leonard Reinsch, managing director of the Cox radio stations, is radio adviser to the President.

Mr. Brown's precise assignment following the Big Three conference was not divulged. It was presumed, however, that he would assume an important post dealing with news and public relations [*Closed Circuit*, June 25]. Whether he would accompany President Truman and Secretary Byrnes to the Big Three conference was not divulged.

Mr. Brown returned to Washington last Tuesday from his farm at Thomson, Ga., and after the new secretary was sworn in, moved into an office at the State Dept.

No definite plans as to direction of WSPA were announced by Mr. Brown beyond the assumption of policy direction by A. B. Taylor, president of Spartanburg Advertising Co. and chief owner of the station. Mr. Brown was a Washington newspaperman for nearly a decade before he took over direction of WSPA five years ago. He also had served as Congressional correspondent for BROADCASTING.



Drawn for BROADCASTING by Sid Hix

"Come On in, You'll Get a Kick Out of This!"

New Yorkers' News Provided by Radio

Increased Coverage Is Given During Newspaper Strike

NEW YORK stations once more came to the fore in public service during last week's New York newspaper deliverers strike by increasing news coverage, and bringing special news features to their listeners.

Stations were deluged with demands for spot time. Loews, Paramount, Warner Bros., United Artists Corp., MGM, bought as many spots as they could get on WINS WHOM WMCA WQXR WHN WOR WJZ. Gimbel Bros. and Alexander's department stores purchased additional spots on WINS.

Mayor F. H. LaGuardia on his regular Sunday broadcast on WNYC, city-owned station, acted out the antics of the Dick Tracy comics so that New Yorkers might not be deprived of the funnies. He instructed Morris Novik, WNYC manager, to see that comics were read during the strike.

WHOM mimeographed copies of the latest Press Assn. reports of national and international news and distributed them as a public service to hotels and restaurants.

No Prejudice

Two regularly scheduled programs, *This Life Is Mine* and *Danny O'Neil* on WABC, CBS key station, were cancelled in order to broadcast a round-up of news and features from New York papers. Frank Stanton, CBS vice-president and general manager, wired publishers pointing out that the special programs were being broadcast without prejudice to either side.

New York Post used three half-hour shows daily for the duration entitled *New York Post of the Air* on WLIB, Post-affiliated station.

WJZ doubled its news coverage, with special shows on the half-hour as well as the hour, throughout the night. Week-end sports events were given detailed coverage.

WQXR, owned by the *New York Times*, broadcast three emergency 15-minute news periods each morning. WNEW, which normally broadcasts five minutes of news an hour in cooperation with the *Daily News*, doubled that time. WINS and WHN maintained regular news schedules but were prepared to interrupt programs for important news flashes. WEAF broadcast its usual news schedule but devoted more time to local news than usual.

New York Times increased its three minutes of news on the hour on WMCA to five minutes. *World Telegram* bought 3:30-3:45 p.m. news period.

Although WOR did not schedule any extra news broadcasts, *Brunch With Dorothy & Dick*, informal conversation, devoted the entire period, except for commercials, to reading the morning papers. *Journal American* bought two shows on WOR and one on WJZ.

Radio Day at 1600 Pennsylvania Avenue

Paul Kesten

AN UNOFFICIAL "radio day" was observed at the White House last Tuesday when President Truman kept appointments with two radio personages—Paul A. Porter, FCC Chairman, and Paul W. Kesten, executive vice-president and top active official of CBS. Each had a 15-minute appointment.

Chairman Porter, making his first formal call since the President assumed office, gave a progress report on the status of FCC affairs. Last May 14 he was on the calendar for a presidential conference, but he left early that morning for the Senate Interstate Commerce Committee's tour of the European war theater to inspect communications. Last week's engagement was in fulfillment of that cancelled date.

Frank and Direct

Mr. Kesten, who knew the President when he headed the celebrated Senate Truman Committee, asserted following his visit that the two outstanding characteristics of the President's voice which win special mention and praise from listeners are the qualities of frankness and directness. These conclusions were based on a series of psychological tests conducted by CBS. Results of these laboratory measurements were conveyed to the President by Mr. Kesten in his interview. The tests were made from recordings of the President's radio talks. Mr. Kesten expressed himself as very gratified with the President's keen interest in broadcasting and his amazing grasp both of its importance and its problems.

Paul Porter

Group to Select NAB President Meets in Kansas City July 14

IN THE HOME stretch on its assigned task, the NAB Presidential Selection Committee plans a meeting July 14 in Kansas City in the hope of settling finally upon the man who will take over the NAB presidency.

With three names still understood to be under consideration, the six-man committee hopes to meet in the midwestern city, barring transportation difficulties, and at last decide one way or the other. The name still most prominently mentioned is that of Associate Justice Justin Miller, of the U. S. Court of Appeals for the District of Columbia. Other possibilities, however, are not ruled out. Moreover, the committee may decide to recommend to the board an executive assistant to the new president, or possibly an interim director.

Chairman T. A. M. Craven, vice-president of Cowles Broadcasting Co., stated last week that he could throw no light on the outcome.

The ODT travel regulations frustrated the committee's effort to convene in Washington a fortnight ago, with only two of the six members present. William B. Way, KVOO Tulsa and John J. Gillin Jr., WOW Omaha, were unable to obtain transportation to Washington, while J. Leonard Reinsch, managing director of WSB Atlanta, WIOD Miami and WHIO Dayton, was on the West Coast with President Truman, whom he serves as radio adviser. Frank Stanton, CBS vice-president and general manager, was confined to his home by illness. The upshot was that only Comdr. Craven and G. Richard Shafto, WIS Columbia, S. C., were present.

After deciding upon an individual for the presidency, it is presumed the committee will seek to negotiate an agreement. The committee has full authority to select the new NAB head.

The committee has screened a list of upwards of 50 individuals

(*Continued on page 82*)

HEARING ON WILLS SET FOR JULY 12

PUBLIC HEARING on the nomination of William Henry Wills, Vermont Republican, to the FCC, succeeding Gov. Norman S. Case whose term expired June 30, has been called for 10:30 a.m. Thursday (July 12) by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee. Mr. Wills, former Governor of Vermont, plans to take office Aug. 1 following his confirmation. Although no formal opposition has been filed against his nomination, it is understood several Committee members wish to question him.

Lear Sponsor

LEAR RADIO, Piqua, Ohio, (aircraft radio equipment) is expected to sponsor Orson Welles, on American in the 1:15-30 p.m. spot Sunday afternoon sometime this fall. Show is a radio version of his newspaper column "Welles Almanac", in which he discusses everything from world affairs to the movie world. Agency is Arthur Kudner Inc., New York.

Industry Supporting Decision on FM Move

Standards Meeting Called by FCC July 12-13

By BILL BAILEY

(*Allocations Procedure Story page 34*)

FOLLOWING UP the FCC's proposal of June 27 that rules and regulations on FM, facsimile and television be determined at the earliest possible time, the Commission will hold informal engineering hearings on the three services July 12-13. Discussions, to which all interested engineers have been invited, will deal with FM and facsimile the first day, television the second.

Meanwhile led by Maj. E. H. Armstrong, FM inventor, and the Radio Mfrs. Assn., the FM industry as a whole began experimental work looking towards a nationwide FM service in the new band, 88-108 mc, as quickly as possible after the War Production Board gives the go-ahead signal to construction.

BOTH FCC and industry moving with all speed to provide FM service at earliest possible date. Commission calls engineering conference on standards for FM, TV and facsimile, July 12-13. Opposition to allocation wanes.

Barrier to speedy service was the acute manpower shortage at the FCC. Estimates of man-hours required to process an application for new facilities indicate that 99 weeks would be required by the present Commission staff to handle the pending 713 applications for FM, AM and television stations.

More Funds Needed

A request for additional funds to employ engineers, lawyers and accountants is expected to be made to Congress shortly. It is known that the Commission already has approached the Army and Navy with the suggestion that certain technical personnel, formerly of the FCC now in the armed services, be given discharges.

Broadcasters and manufacturers are making concerted efforts to be ready to go the moment the FCC issues licenses. Immediately after the allocation was announced on June 27, Maj. Armstrong filed application to change frequency of his Alpine, N. J., transmitter, WFMN, from 43.1 to 92.1 mc. At the same time he disclosed that he had operated the transmitter on both high and low frequencies simultaneously [BROADCASTING, July 2].

"The allocation has been handed down. Now it's up to all of us to do everything we can to have a service ready for the people at the earliest possible moment," the FM inventor told BROADCASTING. He had vigorously opposed moving FM upward. Maj. Armstrong predicted that in time the FM band will extend from 50-100 mc.

R. C. Cosgrove, executive vice-president of the Crosley Corp. and president of RMA, last week declared that manufacturers are going ahead as rapidly as possible to provide transmitters and sets. Some manufacturers had designed sets in both the lower and upper portions of the 44-108 mc band; others, foreseeing the shift to the higher frequencies, designed sets for upstairs reception.

Opposition Dwindles

Opposition to the Commission's final allocation had dwindled considerably last week. On Capitol Hill demands for a Congressional investigation were not being pushed.

Walter J. Damm, president of FM Broadcasters Inc., called a board meeting for July 10 shortly after the allocation was announced, but after talking to members the meeting was cancelled and the FMBI board issued a statement [BROADCASTING, July 2] calling for speedy processing of the applications.

I. A. Hirschmann, vice-president and general manager of Metropolitan Television Inc., licensee of WABF and W2XMT New York, who as a member of FMBI opposed the FMBI stand for continuation of FM in the old band, on June 27 wrote FCC Chairman Paul A. Porter commending the Commission on its final allocation. "It is our view that the large majority of industry which we know have opposed such a decision will, in the long run, come to accept it as having been made in the interest of the industry and the people of the nation,"

Lee McCanne, vice-president and general manager of the Stromberg-Carlson Co., Rochester, pioneer FM manufacturers and operators of WHFM, announced last week that the company shifted its designs from the lower to higher bands within 24 hours after the allocation announncement.

"This removes the last shackles from our thinking on our postwar line and FM's key position in it," Mr. McCanne said. He predicted "heavy demand for FM receivers when civilian radio production is resumed." Stromberg-Carlson Co. protested the upward move of FM.

The FCC was understood to be surveying its staff with a view to complete reorganization. In the broadcast division of the engineering department only three men are available for processing new applications. In accounting department two persons do the work. Engineering processing requires an average of 20 man-hours per application. There are 420 FM, 119 TV and 174 AM applications pending.

Law Department

No average could be struck for the law department although it was reported that the greatest amount of time is consumed by the engineering processors. In addition to the 713 applications for new facilities, the FCC has on file a hundred-odd applications for transfer of control, assignment of license and alterations of existing stations.

Chairman Porter indicated to an NAB district meeting in Washington early this year that the Commission, at the proper time, would go to Congress for additional funds to process the applications. Although the FCC's budget requirements, until the 1946 fiscal year appropriations, have been questioned closely and severely curtailed, particularly by the House Appropriations Committee, it was reported that Congress likely will look with favor upon enlarging the Commission's peacetime appropriation.

Transcription Rules Amended by FCC

Eased Regulations To Hold Management Responsible

(*Transcription Text on page 38*)

EASING its rules governing the broadcast of transcriptions and recordings, the FCC last week adopted amendments to Sec. 3.407 of its Rules and Regulations, placing on broadcasters the responsibility for properly identifying recorded features and erasing the ambiguity involving identification of records used on participation programs.

Heralded in broadcasting circles as a definite step in the right direction, the new regulation culminates nearly 16 years of controversy over proper identification of mechanically reproduced program material. For several years the Commission has had before it proposals to ease the transcription regulation.

Support From Hyde

Subsection (e) had provided specific language to be used in identifying transcriptions and records. The new subsection (e) provides "the exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood."

For years General Counsel Rosel H. Hyde, as assistant general counsel in charge of broadcasting, fought to have the transcription regulations modified. FCC field inspectors in the last few years have consistently reported to Washington headquarters that broadcasters generally were unhappy with the regulations. They complained that stations were handicapped in building good programs from transcriptions by stringent Commission requirements.

Accompanying the revised regulations, which eliminate the word "series", is an interpretation that a "series" is interrupted whenever the playing of mechanical reproductions is interspersed with live talent (commercial announcements) in participation programs. Therefore, said the FCC interpretation, identification of each record between commercial or sustaining announcements is not necessary.

Sec. 3.407, amended last week by FCC, does not require specific language in identifying transcriptions and records. Whole burden is placed on broadcasters, who contend they can build better programs under new regulation. Rule also eliminates ambiguity and interprets language regarding participation programs. No identification required at playing of each record on participation programs.

Under the new rules, programs of 30 minutes or longer "consisting in whole or in part" of one or more recordings need be identified "by appropriate announcement" at the beginning and conclusion of each program and at 30 minute intervals. No announcement is necessary at the 30-minute break if the recording consists of a "continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes."

Programs from 5-30 minutes in which transcriptions are used shall be identified at the beginning and end. A transcribed program of 5 minutes or less need be identified as such only at the beginning. Where background music, sound effects, station identification, theme music, or sponsor identification are transcribed, no announcement is required.

Basic Philosophy

Although the new regulations have done much to clarify the broadcaster's responsibility, they still retain the basic philosophy of the old Federal Radio Commission, created by the Radio Act of 1927. Licensees, under the new rules, are forbidden to attempt "affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent." In that connection the Commission is understood to have had in mind announcers who play records of popular vocalists, then

(*Continued on Page 81*)

Boat drill

The crew of a Canadian transport line up for rigid inspection by U.S. Coast Guard, during a life-boat and fire drill just before leaving for the war zone.

Would that most advertisers take the same precautions and make the same rigid inspections in radio time buying!

The smart time buyer checks his selection of radio stations every step of the way. Even when it's as open and shut as buying time in Baltimore.

Down here the job has been simplified.

If you want to reach the greatest number of listeners-per-dollar-spent, you simply choose W-I-T-H, the successful independent.

But even then we insist that *you* study carefully the figures that prove W-I-T-H is the buy.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* · *Represented Nationally by* Headley-Reed

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Technical Research Committee For BMB Is Named by Feltis

Advisory Body From ANA, AAAA and NAB to Aid In Handling of All Board Research Problems

APPOINTMENT of a Technical Research Committee of Broadcast Measurement Bureau, including three representatives of each of the three member associations of the bureau—ANA, AAAA and NAB, was announced Thursday by Hugh Feltis, BMB president, at the bureau's new headquarters in New York.

Technical Research Committee, chosen by the Research Committee of the BMB board to act as an advisory body on research, includes:

FOR ADVERTISERS—A. N. Halverstadt, media director, Procter & Gamble Co., Frederic G. Berner, assistant to the president, G. Washington Refining Co., Robert F. Elrick, director of advertising and marketing research, Quaker Oats Co.

FOR AGENCIES—Frederic B. Manchee, vice-president in charge of research and marketing, BBDO; William R. Farrell, vice-president and director of research, Benton & Bowles; W. J. Main, vice-president and director of research, Ruthrauff & Ryan.

FOR BROADCASTERS—Edward F. Evans, research manager, American; Barry T. Rumple, director of research, NAB; third member to be announced.

$769,000 Subscribed

Mr. Feltis said BMB's total subscriptions amount to $769,000. Although July 1 was the billing date, $104,885 had been received by noon of July 5, he said. He reported that the executive committee of the BMB board, at the first of a series of monthly meetings, held Monday in New York, had received reports from officers and committees, had looked over proofs for the amended by-laws and discussed plans for a booklet to tell the full BMB story to stations, advertisers and agencies.

First problem of the Technical Research Committee, Mr. Feltis said, will be that of the independent stations in New York, Chicago, Los Angeles and Detroit, who feared the original plan of presenting survey results might put them at a disadvantage. Suggestions of Chicago stations that the primary, secondary and tertiary coverage appellations be replaced by maps showing the number of radio homes listening to the station in each county, might provide the basis for this solution, it was indicated.

Asked when the first BMB report would be ready, John Churchill, research director, said: "If we put anything out before Christmas, 1946, we'll have to work 36 hours a day from now on." Employment of a staff of 20 to 30, determination of methods and procedures, sample size and distribution and quota allocations (necessary before bids on field work can be requested from research organizations) and pretesting of copy and research techniques are some of the immediate jobs, he said.

Then will come selection and codification of names of radio families, printing of the million ballots and letters, typing the master list (much larger than the New York telephone directory), selection of premiums to insure response. Ballots will be addressed and finally, along about the end of February or beginning of March (when sunset comes about 6 p.m. dividing both daytime and evening programs and daytime and nighttime signals coincidentally), the ballots will go in the mail.

Finally will come follow-up mailings to secure the minimum acceptable return from all communities, coding of returned ballots, tabulation of returns, preparation of reports and station circulation maps, and planning for the next study.

BIGGAR IS NAMED MANAGER OF WIBC

APPOINTMENT of George C. Biggar, employe relations chief of WLW Cincinnati, as manager of WIBC Indianapolis, effective July 16, was announced last week by C. Walter McCarty, managing editor of the *Indianapolis News*, licensee of WIBC. He succeeds Alex Campbell Jr., resigned [BROADCASTING, June 25].

Mr. Biggar

Mr. Biggar entered radio in 1924 at WLS Chicago, after several years of farm and newspaper work in the South and West. He subsequently became program director of WLS and in 1938 resigned to become farm service director of WLW-WSAI, both then owned by the Crosley Corp. He was WLW Artists' Bureau head.

In 1939 he was made program director and remained in that job four years, when he was appointed to the newly-created post of assistant to James D. Shouse, vice-president in charge of broadcasting, as manager of employe relations.

In 1943 Mr. Biggar visited England to study wartime food problems and to arrange with BBC an exchange of farm programs with WLW. He is a veteran of World War I, having served as a second lieutenant, Infantry. He is married and has three children.

Lang for Heatter

WILLIAM LANG, night news editor and commentator on WHN New York, is pinch-hitting for Gabriel Heatter on Mutual until the latter returns from his two-week vacation on July 13.

CONTRACT for WOR New York's first outdoor advertising display is approved by Theodore C. Streibert (l), WOR president, and Douglas Leigh, head of advertising firm handling the sign. Measuring over 5,000 sq. ft. and with letters nearly 40 ft. tall, it was erected last week on the side of the Mayfair theater.

Radar Plans Upset By Battle of Bulge

Production Schedules Delayed Six Months Says Krug

THE GERMAN break-through in Belgium last December upset industry schedules for radar equipment for the first half of 1945, it was revealed in the report of WPB Chairman J. A. Krug on 1944 war production, transmitted last week to President Truman.

Mr. Krug says one of the problems faced last year by the radio and radar industry was that of "crash" requirements of Allied countermeasures "to offset developments in enemy equipment". When requirements were projected for the first six months of the current year, "particular emphasis" was placed on air-borne radar, with decreasing demands for ground radio.

"The plans were disturbed," the report discloses, "by the German break-through in Belgium, which caused sudden demands for large quantities of ground and portable types of radio without compensating decrease in other prototypes and radar. As a result, while the raw material for radio and radar, except for some difficulty in tin, cadmium and crude rubber, was not serious, and while a favorable supply situation has been achieved in other important components of radio and electronics equipment, such as capacitors, condensors, instruments, and transformers, some difficulty was anticipated at the year end in filling military requirements for depot stocks to cover battle losses and operations in the theaters of war."

Mr. Krug reported that 1944 production of radio and radar end equipment exceeded the previous year by 25% and came within 1% of meeting the schedules projected for the year. Reviewing military demands last year which caused a general shift from radio to radar, the report observes that "nowhere, perhaps, is the fluidity of war requirements and the speedy obso-

(*Continued on page 72*)

PACE-SETTING

The four-fold approach to Southwestern merchandising problems afforded by the Oklahoman and Times, The Farmer-Stockman, WKY and Mistletoe Express leads the way to complete and comprehensive domination of the Oklahoma and North Texas markets. Within their 26-county area, the Oklahoman and Times are favorites in six out of ten homes. In the western two-thirds of Oklahoma, no radio station parallels WKY's popularity. Throughout the state no transportation system can or does match Mistletoe's "always goes through" delivery schedules. In Oklahoma plus North Texas farming areas, The Farmer-Stockman has built up the greatest coverage of any farm paper, state, sectional or national.

1

2

3

4

1. First to broadcast commercial programs in Oklahoma, first to furnish remote pick-ups through its own mobile transmitter, first to bring a glimpse of television to the state, WKY has created a listener enthusiasm unapproached in the radio history of the great Southwest.

2. Established primarily to see that Oklahoman and Times subscribers get their newspapers on time, Oklahoma Publishing Company-owned Mistletoe Express now has the added responsibility of a complete express service. Dependability, through winter snows, spring freshets and summer heat has earned the right to carry more than 80,000,000 pounds of cargo a year.

3. On the theory that pictures from home rival letters from home, especially when they're pictures of a soldier's baby he has never seen, the Oklahoman and Times has established a Pix for Pop department. The papers make pictures of service men's offsprings. They give mother a print to send pop overseas. No, service to subscribers is not rationed on the Oklahoman and Times.

4. When WKY's new farm service department was formed in August, 1944, Farmer-Stockman editor Ferdie Deering was invited to sit in on its program planning. The files of The Farmer-Stockman, recording thirty-four years of farm progress in Oklahoma, were made available to this newest of Oklahoma Publishing Company services to Southwestern agriculture.

OKLAHOMAN & TIMES ★ MISTLETOE EXPRESS

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

★ WKY ★ FARMER-STOCKMAN

Mid-Commercials Pass Chicago Test

Medill Research Brings Out New Ideas On Surveys

By CHARLES L. ALLEN

Asst. Dean & Director of Research, Medill School of Journalism, Northwestern U.

THE MIDDLE commercial—stormy point of radio advertising arguments these days—seems to offend very few listeners of Chicago's elite North Shore. In a study completed at the Medill School of Journalism, Northwestern U., only one person out of a total of 280 adults and 26 children who were interviewed in their homes specifically mentioned the "middle commercial" as one kind of advertising that was distasteful.

Dr. Allen

It is true, however, that a majority of the adult radio listening audience, when their attention was called specifically to the middle commercial, preferred to hear radio advertising at the beginning or the end of a radio news broadcast. The exact percentages were 60% who preferred the commercials at the end, 50% who preferred commercials at either the beginning or the end and 10% who preferred commercials in the middle of a news broadcast.

This research problem, conducted by members of the class in Principles of Advertising, under the supervision of Charles L. Allen, Director of Research, was limited to the ten 15-minute periods between the hours of 5 p.m. and 7:30 p.m. during the two weeks between February 12 and February 25. Since the total number of radios turned on sometime during the 2½-hour session was 109, the total number of possible 15-minute periods was 1090. Actually, however, the total number of 15-minute listening periods when a radio was turned on in the 104 homes was 565. The average number of 15-minute periods of operation, therefore, was 5.17.

Commercials were relatively plentiful during these periods with a total of 1054 being recorded by the interviewers, an average of almost 2 in each 15-minute period that the radio was turned on. In 17% of the homes no radio was turned on during the period of 5 p.m. to 7:30 p.m.

The interviewers did no questioning during the 5 p.m. to 7:30 p.m. interval, but immediately thereafter they asked the following questions of each member of the household that had been present and listening for one or more 15-minute period during that time:

1. What did you hear advertised on the radio tonight?
2. Does any member of your family use this product?
3. Do you prefer straight news programs or news and commentary?
4. Who is your favorite news commentator?
5. Do you think the same person should read both the news and the advertising?
6. Where do you think the advertising message should come in a radio news program—at the beginning, in the middle, at the end?
7. Was there any advertising on the radio tonight that was distasteful to you?

Dr. Allen says: "We do not believe that any of the methods now being employed in radio research is perfect or above suspicion. We examine our own very carefully and we invariably pre-test all of the questions used in our studies. In this instance I submitted the entire list of questions to a radio executive here in Chicago for his comment, criticism, and further suggestions before the pre-testing."

Recall One Product

The total number of products recalled by the 306 persons interviewed was 313, and the average recall per home was 3 products. The average recall per person interviewed was 1.02 products. Some persons interviewed failed to recall anything they had heard advertised on the radio between 5 p.m. and 7:30 p.m. The total number was 54 or 18% of all persons interviewed. It should be pointed out that no child under 10 years of age was interviewed. When they were asked whether any mem-

(*Continued on page 66*)

From Above

FROM a Coast Guard helicopter 50 feet up, Hal Bowie, announcer of WSYR Syracuse, threw the first ball for the opening of a baseball game held in connection with a Bond rally. Hal threw the ball smack into the catcher's mitt.

The Midwest's Bright Star!

KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C - 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's *"listener habits"* that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

North Carolina exceeds every other Southern state both in value of manufactured products and in cash income to farmers. On the former, North Carolina does *nearly three times* as much as the average of the nine other Southern states—and on the latter, *nearly twice* the Southern average. Isn't this the kind of Southern Market you are seeking?

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC

RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Advertising Agencies Required to Meet CAB Standards to Receive Commissions

By JAMES MONTAGNES

CANADIAN broadcasters through their national association, Canadian Assn. of Broadcasters, have for the past six years required advertising agencies to apply to the CAB for enfranchisement before member stations could officially pay agencies a 15% commission. Currently the CAB has enfranchised for 1945 a total of 44 Canadian agencies, including Canadian branches of six United States agencies.

An application must be filed by each agency annually for CAB enfranchisement. This application was drawn up by the CAB together with the Canadian Assn. of Advertising Agencies and the Assn. of Canadian Advertisers.

IN the June 18 issue of BROADCASTING, Harold A. Soderlund, Omaha sales manager of KFAB Lincoln-Omaha, proposed that NAB sponsor an organization to set up standards for agencies handling radio advertising. Herewith Mr. Montagnes describes how such an operation has been functioning in Canada since 1939.

The application requires a copy of the financial statements of the agency at its last fiscal year end to be submitted to the CAB appointed auditing firm. Applying agencies must submit evidence that they have done annual business of more than $150,000 for three or more national advertising accounts of separate operational control and of a character satisfactory to the CAB. The agency must also show a surplus of current liquid assets over current liabilities in the amount of $10,000.

Reasons stated in the application for giving a franchise and enabling agencies to collect 15% commission from stations, are given "(1) in order to enable advertising agencies so to serve national advertising accounts that such accounts may continue and increase: (2) in order that their enfranchised advertising agencies may expend money in the procuring of new national advertising accounts: (3) in order to assure an annual net operating profit to such agencies."

No Rebates Allowed

The application further states that "the principal or principals of the agency shall be men of good business character with such experience in the advertising business as in the opinion of the Association will ensure good service to the agency's clients. No such principal shall be a paid employee or principal of an advertising client. . . . The principals (of the agency) shall not be interested, directly or indirectly, in the publication of newspapers or periodicals, operation of a radio station, or in any business or enterprise which is competitive with radio advertising."

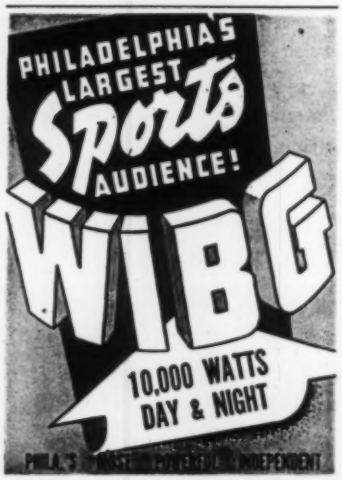
The CAB franchise prohibits rebates and each applicant agency must show proof, checked by CAB auditors, that it has not rebated commissions in any form.

Video Course

EDWARD C. COLE, Yale U. Theater technical director, will conduct a summer course in television at the Randall School of Drama, Hartford. Ten lectures will cover television systems, cameras, projection and video effects, studio procedure, program formats and scripts, and developing a television program. Mr. Cole teaches television program production at the Yale Theater, is a director of the American Television Society and on the program committee of the Television Broadcasters Assn.

Montgomery CP

CONSTRUCTION PERMIT for new local station at Montgomery W. Va., on 1400 kc with 250 w unlimited, is sought in application filed with FCC by Fayette Assoc. Inc. New firm is composed of Arnold M. Vickers, president partner in law firm of Thompson & Vickers; H. E. Pirrung, secretary, district agent for New York Mutual Life Insurance Co., and Raymon Kandall, treasurer. Each has third interest.



5000 WATTS 1330 KC

WEVD

ENGLISH • JEWISH • ITALIAN

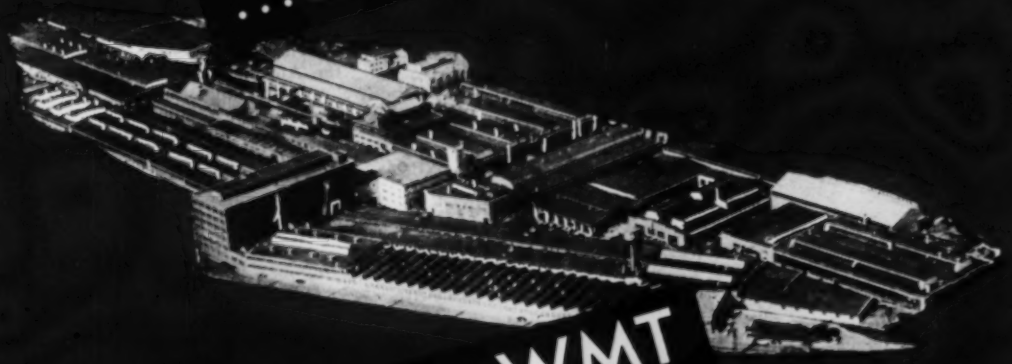
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

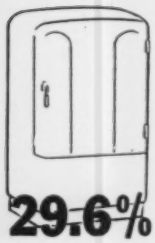
This is IOWA

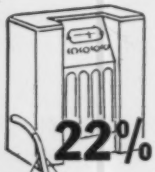
...and so is THIS



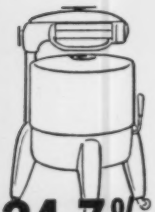
...and you get BOTH on WMT

NEW! 1945 Survey of KANSAS Post-War BUYING PLANS


29.6%


22%

19.6%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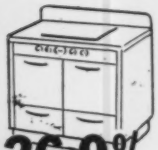
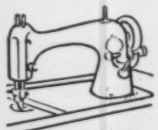

26.9%


10.6%

Here's an up-to-the-minute picture of what Mr. and Mrs. Kansas have made up their mind to buy as soon as possible. What's more, it shows how they're going to pay for their purchases. (They've got **plenty** of money salted away)

Take a look at the figures along the side. They represent the **statewide percentage** of families who have definitely decided to buy new refrigerators, washing machines, radios, etc. This complete, person-to-person survey, gives a cross section of planned purchases from airplanes to fences . . . new homes to clocks.

If you make or sell durable goods, this survey will be as invaluable in laying future plans as WIBW is in producing sales for your product.

If you have not received your copy of "The 1945 Post War Plans of Kansas Families" write for it today. Critical paper shortage has drastically curtailed our supply.

WIBW "The Voice of Kansas"
BEN LUDY

Kaiser Expresses Thanks to Radio

Success of National Clothing Collection Is Cited

HENRY J. KAISER, national chairman of the United National Clothing Collection for War Relief, has expressed to broadcasters in a letter to the editor of BROADCASTING the appreciation of his committee for efforts made by the medium in promoting the clothing collection campaign.

Mr. Kaiser states:

"May I express through the colums of BROADCASTING my deep appreciation for the splendid cooperation extended to the United National Clothing Collection by the networks, local stations, sponsors, program directors, writers, announcers, stars and casts.

"The outstanding support given to the clothing drive by radio was one of the major contributions to our success in attaining the goal of 150,000,000 pounds of clothing, shoes and bedding.

"The enthusiastic response of the American people to this great humanitarian appeal for the relief of suffering millions in war-devastated countries was stimulated by the blanket coverage radio gave this collection. Constantly throughout the campaign, radio brought our appeal into practically every home in America."

Canadian Production

RADIO MANUFACTURERS in Canada have been given permission to proceed with reconstruction plans but must bring their models back on the market at 1941 basic prices, the Wartime Prices and Trade Board has ruled. New Canadian receivers will not be on the market for some time, according to WPTB officials, as Canadian manufacturers depend for parts on American suppliers.

P. BALLANTINE & SONS, New York, has replaced Cameron Andrews, comedy lead in its CBS show Mon. 10:30-11 p.m., with Stuart Erwin, changing title to the "Stuart Erwin Show." Agency is J. Walter Thompson Co., N. Y.

$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF
1000 WATTS
Washington, North Carolina
FORJOE & COMPANY, *Natl. Representatives*
New York • Chicago • Philadelphia

GASTON W. GRIGNON (r), gen. mgr., WISN Milwaukee, lights candles on cake presented by (l to r) Warren G. Gehrs, pres., and Frank Kuskowski, radio committee chairman, Milwaukee County Pharmacists Assn., at third annual dinner in tribute to Grignon and staff's program efforts.

BMI BUYS RIGHTS TO LATIN MUSIC

BMI has signed a new five-year contract through which it gets exclusive performing rights in all of the Latin American music controlled by American Performing Rights Society Inc., Peer International Corp., and Melody Lane Publications Inc. The contract also gives to BMI rights on extensive hill-billy catalogs controlled by the enterprises with which Ralph Peer, Peer International, is associated.

With a line-up including such favorites as "You Belong to My Heart", "Tico Tico", "Amor", "Besame Mucho", "Brazil" and others, BMI and APRS already control practically the entire Latin American reportory.

Tolerance Campaign

NATIONAL Assn. of Broadcasters, Radio Writers Guild and Writers War Board, have offered for distribution to members, a mimeographed pamphlet containing suggestions on scriptwriters on how to help preserve postwar tolerance and unity. Anticipating attempts to stir up feeling against minority groups, Council for Democracy, New York, has prepared several thousand copies of a "Radio Directive for Democracy," for free distribution to radio writers. Author is Milton Krentz, CD radio director, and affiliated with American Jewish Committee.

MUTUAL NETWORK
Now On
WMOH!
Over 160,000 Radio Homes In .5 MV/M Area!
WMOH
Hamilton, Ohio

the little station with the big wallop

- "COVERAGE" IN THOUSANDS OF HOMES THAT CANNOT BE REACHED WITH ANY OTHER SINGLE MEDIUM.
- THE VOICE OF NBC IN NORTHERN WISCONSIN AND UPPER MICHIGAN.
- THE STATION THAT HAS AMAZED THE RADIO INDUSTRY.

WMAM — the ONLY station heard in thousands of homes in this big, important buying area of 500,000 people . . . waiting your important message.

NO OTHER STATION can reach these hundreds of thousands of people during many hours of the 24. A singular situation due to geography and ground mineralization in this Great Lakes area.

One of the strongest signals of any 250 watt station in the country! In an area where no other station can reach so many people at once, WMAM is truly the little station with the BIG WALLOP. High type programming, with a staff comparable to 5000 watt installations, gets listener *attention* and *response* . . . results proved by HOOPER SURVEYS and mail count.

If you want results for your money . . . get WMAM's story of what 570 on the dial brings you in this important Great Lakes' area. Send for complete brochure.

WMAM

Marinette, Wisconsin 570 *on the dial to 500,000 listeners*

BRANCH STUDIOS: STURGEON BAY, WIS • IRON MT., MICH

Joseph Mackin, General Mgr • National Representatives: Howard A. Wilson Co • Chicago • New York • San Francisco • Hollywood

It's the biggest thing yet!

KPO-NBC proudly presents

Fred Waring his orchestra

and his famed entertainers.

From on—every weekday

morning 8:00 to 8:30 A. M. will be

Fred Waring time on KPO.

What an introduction to

a morning-full of better

shows on KPO!

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

1945 — RADIO'S 25th ANNIVERSARY — PLEDGED TO VICTORY

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

AFN Begins Third Year of Broadcast

Network Numbers 50 stations With Power of 240,000 w

JULY 4 the American Forces Network celebrated the beginning of its third year of entertaining and informing millions of troops in the European theater. Observing the occasion, top talent touring the continent was assembled in a 90-minute AFN program broadcast from the Olympia Theater in Paris. Bill included Bob Hope, Jack Benny, Amos and Andy, Ed Gardner, Jerry Colonna, Grace Moore, Yehudi Menuhin, Jane Froman, Larry Adler, the *Information Please* experts among many others.

The first words broadcast over AFN were spoken from a basement studio at 11 Carlos Place, London on July 4, 1943. The network consisted of the studio and five transmitters in England. Total power was 250 w.

Today over 50 AFN stations are in operation, with a power of almost 240,000 w. Other stations are scheduled to go on the air for AFN soon. The Munich-Stuttgart sister stations are the most powerful combination in the world, with 100,000 w each.

In addition to the permanent installations, the AFN during the fighting had three mobile stations which travelled with the First, Ninth and Seventh Armies. They were termed by the GI's "the best thing that happened to the Infantry since the Flying Fortress." Several times they were knocked off the air by the concussion of nearby explosives. Among the steadiest listeners were German citizens. To keep the stations on the air, all hands often worked 16 to 18 hours a day. As radio men are now more readily released, with the fighting over in ETO, the network will soon be staffed by 200 enlisted men and 25 officers.

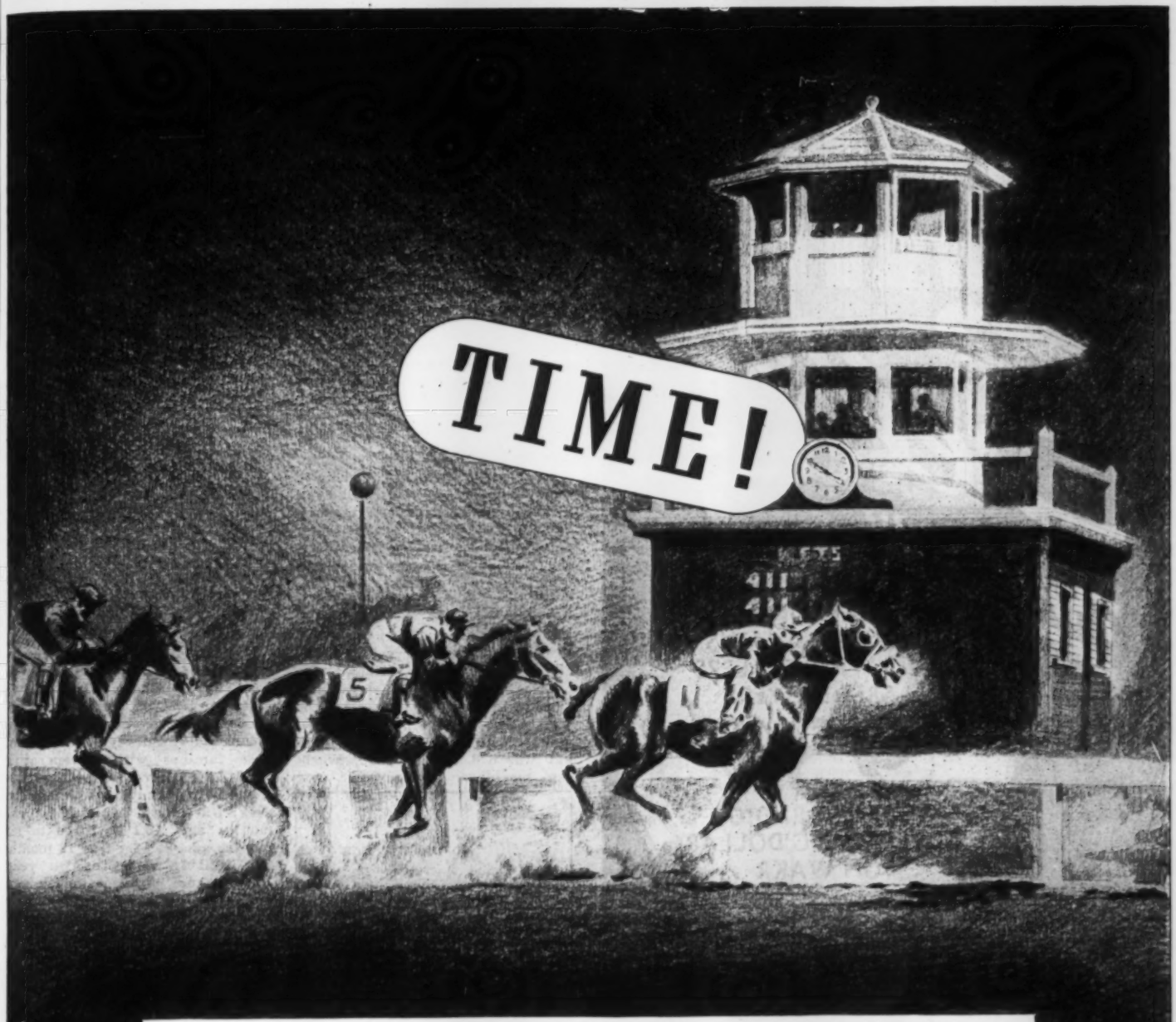
According to Lt. Col. John S. Hayes, AFN chief, "When the last American soldier embarks for home, he can tune the American Forces Network in on the boat as it steams out of the harbor."

Video Film Exchange Is Started by Ross Federal

NEW type of 16mm film exchange service designed to supply television stations and advertisers with film programs, is being organized by Ross Federal Inc., New York.

Thirty-one branch libraries will supply complete sustaining programs in sound film on a low rental basis.

Firm also is offering its 16mm sound projector service to stations wishing to give previews of sound film programs to prospective sponsors. All branches will be equipped with batteries of 16mm sound projectors and trained operators. National advertisers will be able to store prints in the libraries for rapid delivery to stations.



To make time in the race for consumer sales dollars, radio advertisers need prompt, complete information on availabilities. Time that will put a product out in front is the full-time business of Weed & Company.

Weed men lose no time in giving real meaning to "Nationally Represented by Weed & Company"—the letterhead line that means more business for sales-able stations. "Time will sell" when handled through Weed.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

WAKR

Sells!

THAT'S WHY

AKRON GROCERY CHAINS AND WHOLESALERS SPEND OVER

95%

OF THEIR RADIO ADVERTISING DOLLAR ON WAKR

WAKR TOWERS OVER AKRON

Basic Blue Network

5000 WATTS

DAY AND NIGHT

★

Weed & Co.

National Representatives

One Fifth of Kansas Families Found Ready to Buy Receivers

CONTINUATION of the war means a progressively increasing backlog of orders for new radio sets in Kansas, according to the 1945 Post-War Plans of Kansas Families prepared by Dr. F. L. Whan, U. of Wichita. The study is part of the overall Kansas Radio Audience of 1945 to be available in the autumn.

Of every 10,000 Kansas families, 2,204 definitely plan to buy radios at war's end, the study shows, as compared with 1,605 a year ago. The analysis reveals that rural families are most anxious for new sets.

Radios Second in Demand

Home appliances greatest in demand are washing machines, with radio sets second. Following in order are electric refrigerators, vacuum sweepers, sewing machines, electric stoves, gas stoves, electric mangle ironers, butane and other gas refrigerators.

Of the 2,204 families planning to buy sets after the war, 1,119 would buy them today at peacetime prices. The figure a year ago was 765. On top of this demand, another 859 of each 10,000 families "expect to purchase" sets after the war, though plans have not been definitely laid. The figure a year ago was 610. In this group washing machines, refrigerators and vacuums are ahead of receivers.

Financing plans of families studied by Dr. Whan disclose that of the 2,204 who definitely plan to buy radios, approximately 27% plan to finance through cash on hand; 26% through cash yet to be earned; 22% through cash and payment plan; 18% through sale of War Bonds. The remainder were undecided.

Looking into ownership and condition of sets, the survey shows 89.1% in working order, compared to 89.9% a year ago, with 4.8% not in working order this year, 3.9% a year ago. Balance represents families without radios—6.1% this year, 6.2% a year ago. There are 69.6% of families with one set, 73.7% a year ago; 23.8% with two sets, 20% a year ago; 4.8% with three sets, 3.7% a year ago. Source of power of newest set in the family follows: 73.8% high line, 73.1% a year ago; 2.7% home generator, 2.3% a year ago; 23.5% wet or dry batteries, 24.6% a year ago.

Reasons for Failure

Reasons for failures of receivers to operate follow: Battery is dead, 49.4%; tubes are bad, 25.9%; other reasons, 12.1%; reason unknown, 10.2%; no information given, 2.4%. Surveying length of time families with nonoperating sets (4.8%) have been without reception, the study gives these figures: One month ago, 10.2%; two months ago, 18.1%; three to six months ago, 35.5%; 6 to 12 months ago, 12.1%; more than a year, 13.9%; no information given, 10.2%.

In a review of radio ownership and saving habits, the survey shows that radio owners save a higher percentage of their income than families not owning working radios.

The survey is the ninth conducted by Dr. Whan, and the second to show postwar buying plans. Data came from 1,482 urban families, 855 village families and 1,127 farm families in Kansas.

Hon. Dick Mann
Bates, Inc.
New York, N. Y.

Dear Dick:
Sure is a shame you can't get WCHS, 580 on your dial, up there in New York. We really had some honies lately . . . sent Ernie Saunders our special events man up to New Jersey to meet West Virginia boys on their way home from the ETO. Ernie did a swell job and the folks here back home had an extra thrill hearing the first word from their boys when they hit the country. Made the men feel pretty good too . . . meeting someone from home. Yessiree bub . . . we concentrate on service for our listeners here in West Virginia, and of course, that makes for better service for our advertisers. Ask any Branham man about that!

Yrs.,
Algy

WCHS

Charleston, W. Va.

EL PASO TEXAS

is the economic capital of a vitally important empire embracing
15 COUNTIES in
4 STATES in
2 NATIONS.

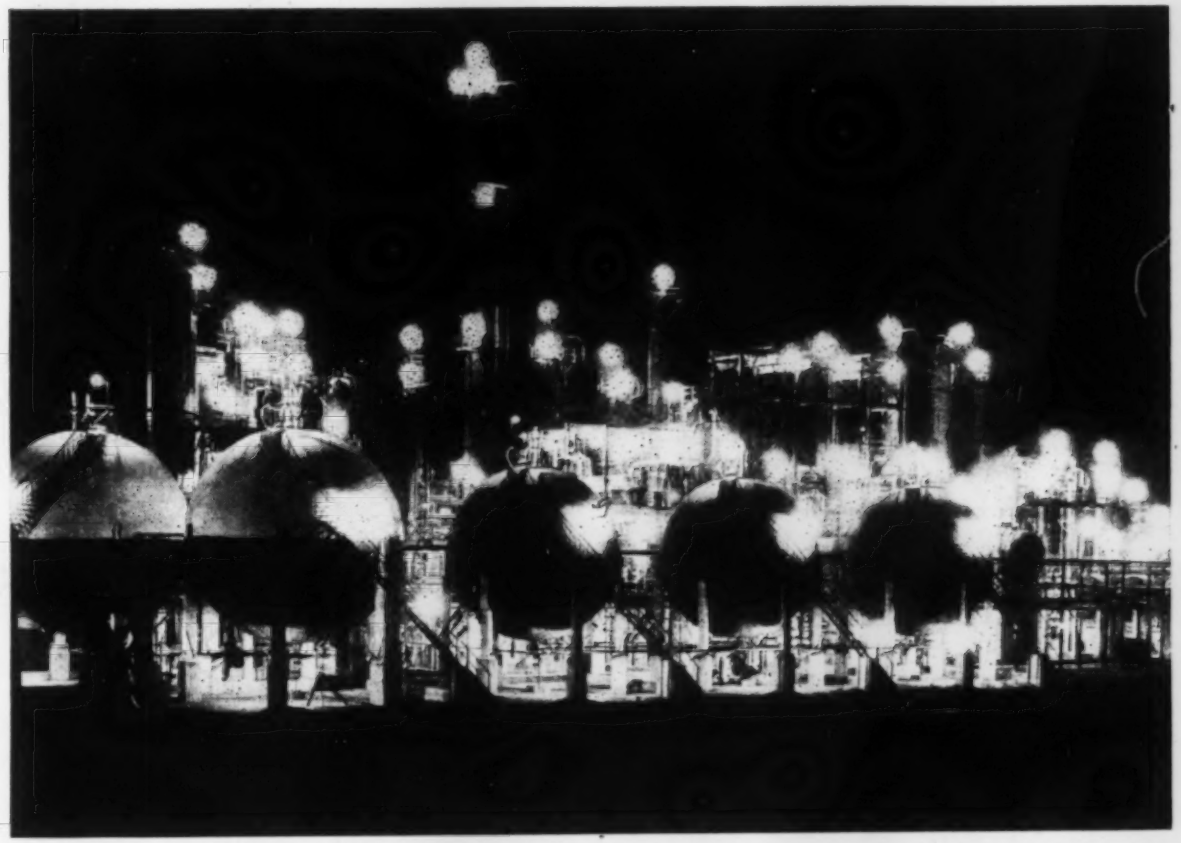
Only KROD

the "influential" station in El Paso covers it ALL.

DORRANCE D. RODERICK, Owner
VAL LAWRENCE, Manager

600 KC · CBS · 1000 Watts
Howard H. Wilson Co. · National Reps.

For Results IN THE EL PASO Southwest use KROD



Night scene of the Ashland Oil Company's octane refinery, photographed from the Big Sandy River. Just one of the many local industries.

Night and Day . . . Industries Make ASHLAND SKIES BRIGHT

Advertisers will be wise to include this rich, concentrated, industrial tri-state market where the effective buying income of the three basic counties (Boyd, Lawrence and Cabell) run well in excess of $170,000,000 annually. Market stability is assured by such local industries as International Nickel Company, American Rolling Mills, American Car Foundry, Ashland Oil Company, Sylvania Products, Inc., and many others. WMCI gives you the needed coverage-from-within in this densely populated area where some 200,000 people live within WCMI's primary service. Write us for desired factual information.

WCMI gives triple coverage at one cost

Represented Nationally by
The John E. Pearson Co.

Ashland, Kentucky

WCMI
A NUNN STATION

JOSEPH B. MATTHEWS, Mgr.

• AN AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

NUNN STATIONS
WCMI, Ashland, Ky. (Studio) Huntington, W. Va.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

Permanent Radio Group Co-op Formed in Canada

CANADIAN broadcasters have found their co-operative venture of a radio bureau at Ottawa and their co-operative reporting venture at the San Francisco Conference so successful that a permanent Radio Bureau is to be established at Ottawa. It will have no connection with the Canadian Assn. of Broadcasters or Canadian station representatives.

It is to be a non-profit co-operative venture of broadcasters who will pay for services at a set fee per disc depending on size of the station. James Allard, who has been in charge of the bureau since its formation about a year ago, will continue in that capacity. At a meeting June 26 directors appointed were: F. A. Lynds, CKCW Moncton; A. Gauthier, CHLT Sherbrooke; Ken Soble, CHML Hamilton; G. Gaetz, CKRC Winnipeg, and Dick Rice, CFRN Edmonton.

CURRENT Ford Motor Co. radio shows were reviewed and use of radio in regional markets when new cars are available was discussed at Detroit meeting of men from 10 J. Walter Thompson Co. offices throughout the U. S. Attending were (l to r) P. N. Berry, Detroit; O'Neill Ryan Jr., vice-pres., New York; W. O. Thorniley, Seattle; Earle Hildebrand, Los Angeles; L. H. Stormont, New York; Clyde Rapp, Dallas; T. R. Paulson, Atlanta; Victor C. P. Dreiske, Chicago; C. R. Curtis, Atlanta; Wm. Brookins, Denver; L. J. Hannah, San Francisco; Norton Mogge, Los Angeles; S. J. Case, Detroit; H. T. Stanton, vice-pres., Chicago; H. T. Mitchell, vice-pres., Chicago; George Reeves, vice-pres., Chicago.

Alden Delivering Fax

ALDEN PRODUCTS Co., Brockton, Mass. is now delivering facsimile equipment to broadcasting and newspaper firms. Though not perfected, machines were requested so that they could give first hand experience to broadcasters and newsmen who will be working with them in the future.

HERE'S YOUR MAGIC WAND
WBIG
It will deliver AMAZING RESULTS in "THE MAGIC CIRCLE".
It offers you more magic than the mythical Merlin was able to produce. It's yours to use as you will... for a maximum amount of profitable business.
Greensboro and its 50 mile radius is the richest area south of the Mason and Dixon Line.
And WBIG does an effective and efficient job in dominating this area.
EDNEY RIDGE, DIRECTOR
WBIG
GREENSBORO, N. C.
MAGIC CIRCLE OF 50 MILES
GREENSBORO
THE PRESTIGE STATION OF THE CAROLINAS
CBS
5000 WATTS DAY AND NIGHT

WWDC BEGINS NEW COVERAGE SYSTEM

THROUGH arrangement with Jack R. Reed, head of the Yankee News Bureau, WWDC Washington on July 2 began a schedule of individualized newscasts which entails local as well as wire coverage, Ben Strouse, station general manager, announced.

Mr. Reed's bureau will assign a staff to report and write news for WWDC. Locally WWDC will cover the White House, Capitol Hill, local and Federal Governments, civic affairs, police and fire departments and sports. Reporters include Fred Hoffman, formerly of U. P.; Ann Higgins, formerly of the *Washington Daily News;* Dan Williams, ex-Transradio Press White House reporter; Ela Nawrocki, formerly of the *Washington Times-Herald* and UP Washington City News Service, and five others to be named.

In addition WWDC has the UP radio wire, AP radio wire and Washington City News Service. Plans include hourly broadcast of news with two 5-minute local newscasts daily at 10:30 and 11:30 a.m.

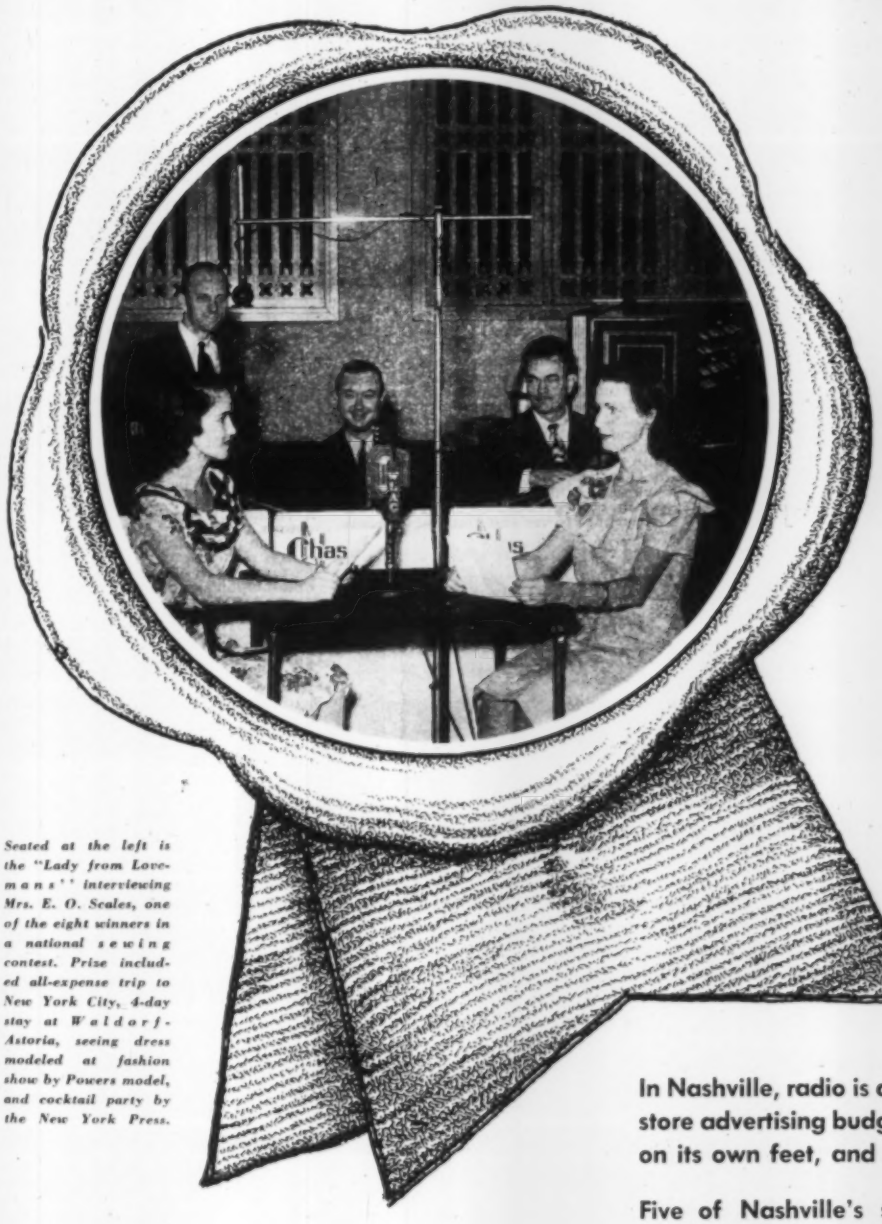
Yankee News Bureau, organized more than a year ago by Mr. Reed, serves stations of the Yankee Network, WJW Cleveland and the Eugene C. Pulliam stations and newspapers.

E. William Young

LONG a familiar figure in radio recording circles, E. William Young, 54, chief of the recording department of WRC Washington, died June 30 after a prolonged illness. Funeral services were held last Tuesday in Libertyville, Ill. Mr. Young was born March 19, 1891 in Chicago and attended Morgan Park Military School and the U. of Wisconsin. Prior to coming to WRC he was with NBC in Chicago and was previously with RCA and Columbia Recording Corp. He is survived by his widow and a son, Maj. E. W. Young Jr., USA, who was flown from the Philippines to Washington just a day before his father's death.

MACKAY RADIO & TELEGRAPH Co. has opened a new direct high-speed radio-telegraph circuit between New York and Bucharest, Rumania.

KOIN
Originality!
THE KOIN MILLION DOLLAR CLUB
—pledged to Victory!
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.



Seated at the left is the "Lady from Lovemans" interviewing Mrs. E. O. Scales, one of the eight winners in a national sewing contest. Prize included all-expense trip to New York City, 4-day stay at Waldorf-Astoria, seeing dress modeled at fashion show by Powers model, and cocktail party by the New York Press.

A WINNER FOR DEPARTMENT STORES

In Nashville, radio is a well-established part of department store advertising budgets. Here, as elsewhere, radio stands on its own feet, and is doing a man-sized job!

Five of Nashville's six leading department stores use WLAC for hard-hitting selling copy, with the preparation given a primary advertising medium.

One of these programs, the "Lady from Lovemans," produced one of the eight winners in a nation-wide sewing contest . . . added proof that among Nashville's department store advertising, WLAC is a winner!

50,000 WATTS

REPRESENTED BY THE PAUL H. RAYMER CO.

WLAC
NASHVILLE

"Gateway to the Rich Tennessee Valley"

Procedure Outlined by Porter Under FCC's New Allocations

PROCEDURE for broadcasters in applying for FM, television and facsimile stations under the new FCC allocations was suggested in a statement by Chairman Paul A. Porter. Issued late June 29, the statement was summarized in the July 2 BROADCASTING.

Proposals for rules and standards will be offered by the industry at a meeting to be held this month, with all interested parties invited, Chairman Porter said. Full text of his statement follows:

THE Commission expects to confer at an early date with representatives of industry groups with the view to scheduling a meeting sometime in July of all interested parties to formulate the industry's proposals for rules and standards.

It has been the consistent aim of the Commission from the very beginning of this proceeding to reach a decision in time to permit the industry to prepare to move ahead the moment that manpower and materials became available.

We have received gratifying expressions of satisfaction with this allocation. It is already apparent that the soundness of the allocation is coming to be generally recognized.

We had a number of inquiries as to the status of the 420 FM applications and the 119 Television applications now in our pending files. For the time being, these applications must remain in the pending files as there has been no modification of the Freeze Policy (restricting the use of critical materials) which is still in force. We shall, however, keep in daily contact with the War Production Board so that we will be in a position to give immediate notice as to when the Freeze Policy will be modified or cancelled.

60 Days Grace

Of course, no standard, FM, Television or Facsimile application will be finally acted upon for a period of 60 days from the date when the Freeze Policy is changed. Provision for this was made in Paragraph 3 of the Commission's Public Notice of January 25, 1945.

3. When manpower and materials again become available and conditions permit the resumption of normal licensing practices, the Commission will make an appropriate announcement and will provide a period of not less than 60 days for the filing and processing of new applications prior to taking any action on the cases retained in the pending files during the period that the statement of policy of January 26, 1944, as supplemented January 16, 1945, was in effect. Provision will also be made for the bringing up to date of all applications retained in the pending files. These procedures, it is believed, will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force.

While the foregoing is quoted from the standard broadcast Freeze Policy, the procedure there set forth is equally applicable to the other broadcast services since it is obvious that the same opportunities with respect to providing broadcast service must apply to all. In fact, the 60 day period is applicable to applications for new, or changes in facilities in all, broadcast services. The only type of broadcast construction it does not apply to are cases where the Commission has already specified that certain construction must be done as soon as manpower and materials become available.

While, except as noted above, no construction permits will be granted until 60 days after a change in the Freeze Policy, the Commission's staff will, in the meantime, get to work on the applications which are in the pending files. In this connection it will not be necessary for persons with pending FM and Television applications, who have supplied full engineering data with reference to the old band, to amend them to conform to the new allocations except with respect to any changes in equipment that are proposed. The Commission's staff will go through these applications as soon as possible and call for whatever further information may be required. Everything possible will be done to eliminate unnecessary procedural steps so that when WPB gives the green light these new industries may go forward without delay.

Suggestions Offered

Prior to the adoption of revised rules and standards for the FM and Television services, the following suggestions are offered as an aid in the preparation of applications for these services. FM applications having complete engineering studies need not be recomputed to determine the coverage in the new FM band, since, in the majority of cases there will be no material difference in the distances to the 50 microvolt per meter contour in either band. Changes in equipment causing a change in the service area will, of course, require a new engineering study by the applicant. Any changes in areas resulting from the change in frequency will be taken care of in the Commission's processing of such applications. FM applications now in preparation and using the 42-50 mc coverage chart in the present standards will be accepted by the Commission until August 1, 1945. A chart showing coverage in the new FM band is now being prepared and is expected to be available within the next few weeks; prior to the availability of this chart, however, coverage in the new FM band may be computed by using the 105 mc coverage chart now available in the television standards. Applicants using this chart should so indicate. Incomplete FM applications now on file must, of course, be completed with complete coverage computed on the basis of the 105 mc chart or new FM coverage chart. In the event complete FM applications have been filed for the 42-50 mc band which are found to include major errors, the applicant will likely be requested to complete a full engineering study for the new band. At this time FM applications need not specify a particular channel in the new FM band. Frequencies within the new band will be selected by the Chief Engineer but applicants will be given an opportunity to state whether they agree to such frequencies in lieu of the ones applied for.

Television applications for particular channels should be prepared in accordance with the method now prescribed in the television standards, providing for interpolation by using the several charts incorporated therein. A chart for 300 mc is now available from the Commission upon request. Applications now pending for commercial television stations may be modified for particular channels in accordance with this method. While television applications should specify particular channels and coverage, the Commission in passing on applications may not be able to assign the channel requested.

No changes are contemplated at this time in the 50 and 500 microvolt per meter contours specified as the limit of service areas for FM and television stations, respectively. This matter will of course, be reviewed in the standards now under preparation, together with any possible changes in the methods of allocating and assigning facilities.

Companies which will manufacture FM receivers should build the sets to cover the entire band from 88 to 108 megacycles. This will make possible the expansion of FM in the event facsimile is ultimately located in the 400 mc region and vacates the band 106-108. Also, if the public is to enjoy the full capabilities of FM, manufacturers must build receivers which will reject undesired signals and noise up to one half the strength of the desired program.

While the allocation report is a long step toward preparation for conversion, all of us must keep in mind that the first business at hand is to concentrate on beating Japan as speedily as possible.

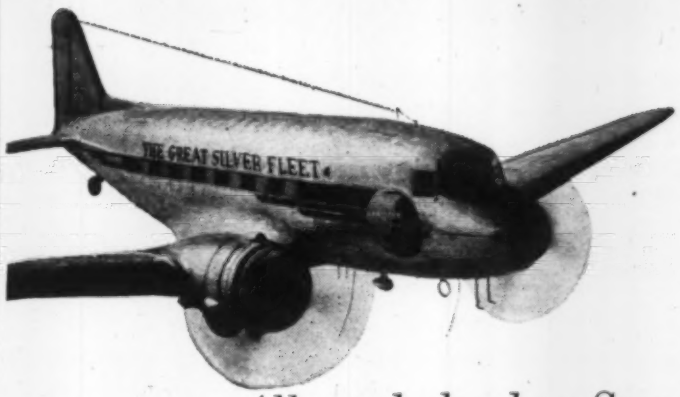
MORE than 40 WLW Cincinnati programs are being lined to wards of Wakeman Hospital Center, Camp Atterbury, Ind., through newly installed system.

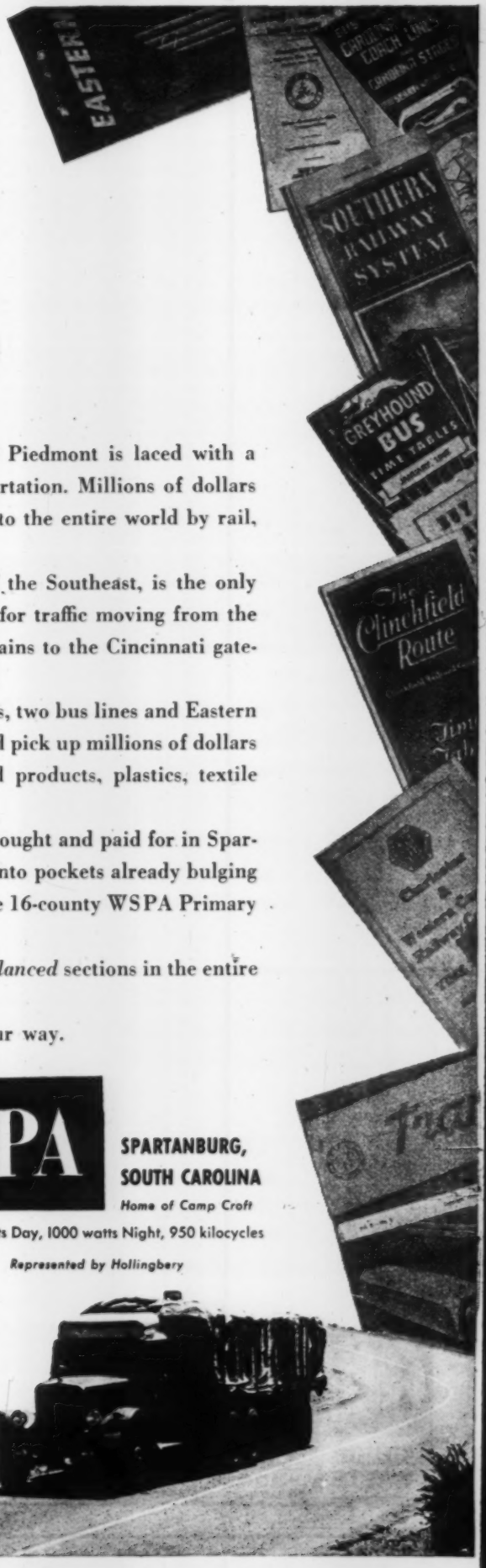
MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

... In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P. M.

With "MUSIC" like this, it's no wonder WDAS audiences have been *loyal* for more than twenty years.





All roads lead to Spartanburg

The rich, rolling 16-county WSPA Piedmont is laced with a net of high-speed, modern transportation. Millions of dollars worth of products are instantly available to the entire world by rail, motor freight and air.

Spartanburg, transportation hub of the Southeast, is the only gateway between Atlanta and Lynchburg for traffic moving from the Atlantic coast over the Blue Ridge Mountains to the Cincinnati gateway to the west.

Five railroads, six motor freight lines, two bus lines and Eastern Air Lines serve Spartanburg. Discharge and pick up millions of dollars worth of goods: cotton cloth, fruits, food products, plastics, textile machinery, creosoted wood products.

Millions of dollars worth of goods, bought and paid for in Spartanburg. And the fruitful rewards stuffed into pockets already bulging with ready-to-spend cash. Small wonder the 16-county WSPA Primary Area is an advertiser's paradise.

A paradise that is "one of the *best-balanced* sections in the entire country!"

And WSPA swings the *balance* your way.

WSPA

SPARTANBURG, SOUTH CAROLINA

Home of Camp Croft

5000 watts Day, 1000 watts Night, 950 kilocycles

Represented by Hollingbery

"Please take a letter, Miss Brown"

"Radio Station WWVA . . . . Wheeling, West Virginia . . . . Gentlemen . . . . We are delighted at how well this account has started . . . period . . . Thanks to you, these people are going to have an entirely different opinion of radio advertising than they had before."

WWVA specializes in giving a lot of advertisers an "entirely different opinion of radio advertising" as was the case with the one mentioned above by his agency.

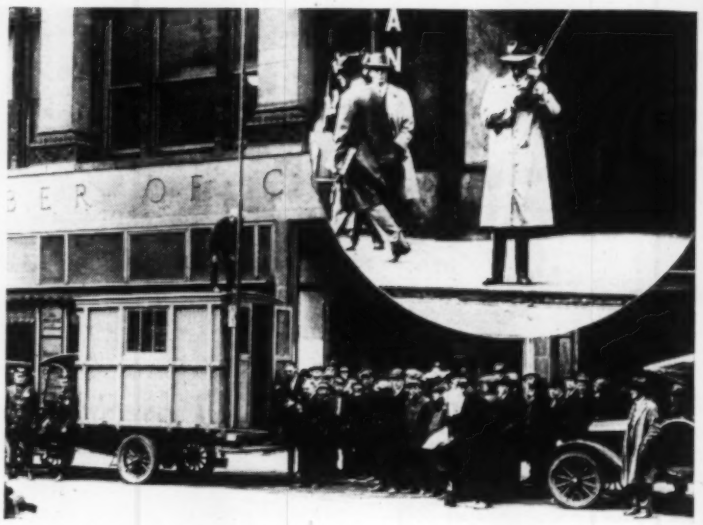
— ASK A JOHN BLAIR MAN —

Basic Blue Network

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS WHEELING, WEST VA.



CONTRAST in mobile transmitters achieved through 20 years of radio development. In foreground is 1925 model Westinghouse mobile unit designed for KDKA Pittsburgh, comprising 250 w transmitter mounted in truck body nine ft. long and six ft. high and taking power from 110 volt lighting circuit at points of program origin. In inset is Motorola 5-pound "Handie Talkie" used for present day mobile transmitting.

Two Plagiarism Suits Claim Illegal Programs

TWO plagiarism suits charging illegal use of radio programs were filed recently. Edmund J. Holden, radio writer, is asking $200,000 damages in U. S. District Court of Appeals as outgrowth of use of NBC program *Rogues Gallery*, claiming ownership of copyright. Named as defendants are NBC; F. W. Fitch Co., sponsor; L. W. Ramsey Co., agency; Music Corp. of America, national talent service; and Maurie Lipsey.

Second suit, for $25,000, was filed in New York County Supreme Court by Harry S. Goodman, head of his own radio production firm against Mildred Fenton and Cohn-Hall-Marx Co., N. Y. Mr. Goodman is asking for an injunction to prohibit further distribution and broadcast of the Fenton program *Love Notes* which he charges is a steal of one of his packaged shows. The program is sponsored on 155 stations by Cohn-Hall-Marx for Cohama products.

KMBC ASKS DATA ON RADIO 'FIRSTS'

TO OBTAIN information on milestones of the first quarter century of radio, KMBC Kansas City has asked all stations to distribute pioneering data on the history of broadcasting, especially "firsts" in program innovations and new services. "Challenge sheets" containing claims in engineering, public service, programming and commercial accomplishments have been submitted to each station, together with forms for questioning claims or making additions.

Claims furnished were received by KMBC from more than 100 stations for consideration in a "salute" series of advertisements to commemorate radio's 25th anniversary. Several "firsts" are conspicuously absent and KMBC asks its fellow broadcasters: "Who claims the first FM station broadcasting on a regular basis? Who originated the first amateur hour? What was the first all night station?"

AP

WMCA, New York, N. Y.

. . . think AP news for radio is tops. Use it exclusively.

Leon Goldstein
News Editor.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WCKY CINCINNATI

AP UP NEWS

WITH
REX DAVIS
4 TIMES DAILY

No Need to TEAR YOUR HAIR Over Station Selection for Indiana

Selecting the right station to carry your advertising message to the prosperous people in Central Indiana, Western Ohio and Eastern Illinois should present no problem. Among all Indianapolis stations, WIBC has the widest coverage in this area, the excellence of programs and the merchandising cooperation to insure the success of your investment. Let's talk it over!

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by the Indianapolis News

WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS

RADIO HELPS
Recruiting Powers Proven In Recent Emergencies

RADIO'S recruiting powers, being tested now more than ever, have been found up to the emergency task. Two recent examples are companies in Ohio and Iowa who secured manpower through radio's aid. Columbia Machinery & Engineering Co., Hamilton, O., tried a man-in-the-street interview idea when the firm needed workers in a hurry. Different angle was that it was a two-way hook-up with the firm's v-p talking back to the assembled listeners and interviewees. Plan worked—and sold War Bonds besides.

When the Iowa Mfg. Co. appealed for help through spot announcements over WMT Cedar Rapids, 80 members of the Young Men's Bureau responded and worked ten four-hour shifts to relieve the serious labor shortage.

WNAB Realignment

REALIGNMENT of the WNAB Bridgeport staff was announced this week by Bruff W. Olin Jr., general manager. Peter Bochan, formerly with WWSW Pittsburgh, becomes production manager and chief announcer. Marsha Robinson, new to radio but well-known for her music in Bridgeport, becomes musical director. Jean O'Shea, with WNAB since 1941, is promoted to traffic manager. Art Hogan has been transferred from WATR Waterbury to WNAB.

Mr. Olin

KNET Palestine, Tex., owned and operated by B. A. Laurie, becomes a Mutual affiliate July 15 Station operates with 100 w on 1450 kc.

TRANSCRIPTION ORDER TEXT

FOLLOWING is text of FCC report No. 115 (Rules & Regulations), issued last Tuesday and governing announcements in connection with transcribed or recorded programs:

The FCC today amended Sec. 3.407 of its Rules Governing Standard and High Frequency Broadcast Stations, so as to eliminate the use of the word "series" at the beginning of the rule and in subsections (a) and (b) thereof; and with it the interpretation that a "series" is interrupted whenever the playing of mechanical reproductions is interspersed with live talent (commercial announcements) in so-called "participating" types of programs, therefore making it unnecessary in such programs for the licensee to announce each record, as such, before and after playing. Subsection (c) was clarified; subsection (e) and (f) as presently constituted were eliminated, and a new subsection (e) was adopted which dispenses with the exact forms of identifying announcements, but provides that the language shall be clear and in terms commonly used and understood, and combining this with the present provisions of subsection (f) that the licensees shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

Section 3.407 as amended, reads:

"3.407 Mechanical Records.—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

"(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; PROVIDED, HOWEVER, that the identifying announcement at each 30-minute interval is not required in case of a mechanical record consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

"(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

"(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions, shall be identified by appropriate announcement preceding the use thereof.

"(d) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.

"(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent."

Six Hour Show

A TEST run of a six-hour recorded program is being sponsored by B-1 Beverage Co., St. Louis, on WTMV East St. Louis. The program, running from 1-6 a.m. Sunday is designed to appeal chiefly to Saturday night party-makers and swing-shift workers. Two complimentary bottles of B-1 Sparkling Water and a shot-glass are being offered during one week to every person sending in a request postcard. The offering will be used as a popularity measuring stick. If the program continues with the same degree of preliminary sucess as indicated by letters, it will be expanded to stations in other markets.

IMPROVE YOUR GAME
PLAY WSIX

With a gain of 81.5% in its all-day average Hooperating for the two year period ending in January, WSIX now has the best daytime Hooper of any Nashville station! That's why you can slap your sales message straight down the fairway every time you tee off at WSIX! And here are some additional reasons: WSIX offers the top shows of BOTH the AMERICAN and MUTUAL Networks . . . coverage—at a very low unit cost—of the booming, rich middle Tennessee market with over a million potential buyers for your product.

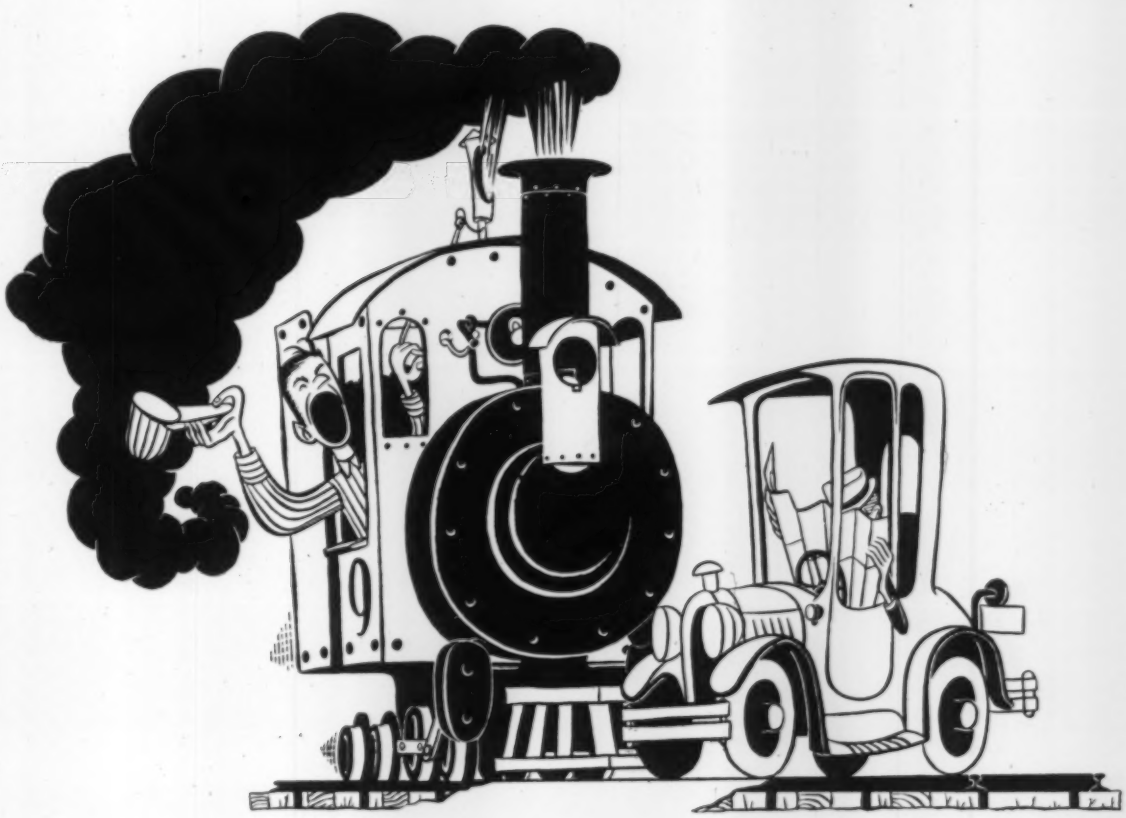
REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

SELL THE BOOMING HARD COAL REGION
WAZL
HAZELTON
PENNSYLVANIA
NBC • Mutual



HE WHO HESITATES

is lost. In this instance the losers are the "corpses" that clutter up WGN's studios along about 9:30 p. m., each Sunday and Tuesday night. We refer, of course, to the "whodunit" activities of those two top mystery shows . . . "Mystery House," and "Crime Files of Flamond" . . . shows that are anything but losers in Hooper ratings. "Mystery House," for instance, leads *all* studio-originated local shows in the Chicago market; the last Hooper showing up with 10.5, to top them all! "Crime Files of Flamond" is not far behind with a hefty 7.2 rating. Sorry . . . these two shows are not available! Both are sponsored by the Peter Hand Brewery Co. Originated by WGN, outstanding programs like these are some of many reasons why WGN is consistently the leader among major Chicago stations in local and national spot advertising.

A Clear Channel Station

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

FROM 50,000 acres, sugar beets pour into modern refineries and bring $10,000,000 a year to Utah farmers and processors. A cash income is guaranteed to farmers by contract before they plant a seed—a stabilizing influence that adds to the continuing strength of the Utah market.

Local Advertisers Know KDYL Brings Results

Local and national advertisers have learned it's "sweet business" to talk to Utah's sugar beet growers who, like all other Utah people, look to KDYL exclusively for NBC shows—and for local features that are always of interest. That's why KDYL gets results for its advertisers.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

RCA, PHILIPS SIGN NEW PATENT PACT

CONSUMMATION of a new agreement granting RCA the right to continue licensing other manufacturers under U. S. patents of the N. V. Philips Gloeilampenfabrieken (Philips Incandescent Lamp Works Co.), formerly of Eindhoven, Holland, was announced last week by Dr. Charles B. Jolliffe, vice-president in charge of RCA Labs, and Maynard T. Hazen, vice president and a director of the Hartford Nat'l Bank and Trust Co., Hartford. Agreement, signed by RCA and the Hartford Bank, as trustee under indenture with Philips, becomes effective July 1 and remains in force until Dec. 31, 1954. Rights acquired by RCA are non-exclusive.

Postponed Hearings

Following announcement of the new agreement, Sen. Frank P. Briggs (D-Mo.), chairman of a Senate Interstate Commerce Committee subcommittee, postponed indefinitely hearings into the alleged patent controls by the Philips Co. scheduled for July 10 [BROADCASTING, July 2].

Sen. Briggs said the investigation was authorized following a study of an agreement between Philips, RCA and several other foreign manufacturers on cross-licensing of numerous radio patents which restricted American licensees from selling their products in many parts of the world.

"We shall receive a copy of the new agreement and study its terms," said Sen. Briggs. "Thereafter, the Committee will make further plans. From the study thus far it is clear that the basic problem is one involving our patent laws, which presumably permit these types of cross-licensing agreements of patents which frequently result in cartel arrangements dividing up world sales territories and preventing free movements of commodities in the world market."

LT. NORMAN R. GOLDMAN, editorial associate on RADAR, Army Air Forces publication, and business manager of BROADCASTING before he entered the Army two years ago, married Elaine Cooper of Brooklyn, N Y., on June 25, in Washington.

DICK GRAHL (center), time buyer for William Esty & Co., paid a three-day visit to WLW Cincinnati where he got together with George Clark (l), acct. exec. in station's N. Y. office, and Harry Mason Smith, WLW gen. sales mgr.

BOOK DESCRIBES 'SENDER-ATLANTIK'

COPIES of *Radio—Heute und Morgen* (Radio—Today and Tomorrow) by Dr. Arno Huth, Geneva, published in 1944, have reached the U. S., describing in detail the vast German radio structure before it was destroyed. Book is published by Europa-Verlog, Zurich.

He describes the operations of many of the clandestine transmitters—especially "Sender-Atlantik". "It's news reports," he says, "are 'nonpolitical' and 'objective'. Often its transmissions are so well camouflaged that the unpracticed listener might well take it to be one of the official German stations. Frequently it cited the text of the German Army report, announced the successes—but also losses—of the German submarines, congratulated the newest winners of German decorations, and on one occasion carried a speech by Hitler."

Dr. Huth adds that the station constantly referred to "our" troops and to the Allies as "enemies," yet broadcast police reports from the bombed cities in great detail, gave names of missing U-boat commanders and crews. On the same program, results of German sporting events and winning lottery numbers were told. "The acoustic qualities of 'Atlantik' indicate that it has a remarkably fine studio equipment," he says. He evidently wasn't surprised when—after V-E Day—he found it to be an Allied device.

Many American statistics come from BROADCASTING *Yearbook.* (*Reviewed from the original German by Oswald Schuette.*)

WHO
is "Listened-To Most" in 79 of Iowa's 99 Counties!
(in 80 counties, nighttime)
50,000 Watts · Des Moines
Free & Peters, Representatives

"TAP TAP" Who's There?

Some smart sponsor tapping the rich Portland Market by means of WGAN.

CBS WGAN
STATION PORTLAND MAINE
National Sales Representatives: PAUL RAYMER COMPANY

NEWS FOR THE HOME FRONT!

THE war in Europe is over but there is still great war news to come from the Pacific, and there is also the all-important news of the effort to make a world peace that will last.

Today—this hour — this moment — millions upon millions of people are eagerly awaiting news from the Pacific battlefronts, the production front, the international political front, and the ultimate news that everybody is waiting to hear—that war has ended in Japan—will be greater news than that already announced, because it will mean the end of hostilities everywhere.

Where are our armies today? What's it like over there? What goes on in Washington, London, Moscow, the rest of the world? What about Labor? What will the decisions of the San Francisco Conference mean?

This is a meager sample of the myriad questions in the minds of Americans—and on the answers hang the lives and futures of individuals and nations. The American people have a *right* to honest, factual, up-to-the-minute reports on these questions, rendered by experts — by men whose backgrounds fit them for their assignments.

Station WSYR, serving Syracuse and all Central New York, has fulfilled its news obligation to its wide audience by bringing to the air *news experts*. Lowell Thomas of a national network, E. R. Vadeboncoeur and H. R. Ekins of the WSYR staff form the most popular trio of news analysts in upper New York State. All are men with actual battle experience, all have been well schooled in politics and economics. All have the confidence of an alert, intelligent, fact-seeking radio public.

The authentic, unbiased, C.P.A.-certified 1945 Syracuse Area Radio Leadership Study* showed that of ten leading news commentators five are broadcast regularly over WSYR. The same study showed that WSYR leads the second station in total nighttime listeners by almost 2 to 1. That is leadership—and leadership is what you buy when your product goes on the air over WSYR.

When considering how best to reach the lucrative, substantial Central New York market, it is smart business to think FIRST of WSYR.

*Copies of study on request

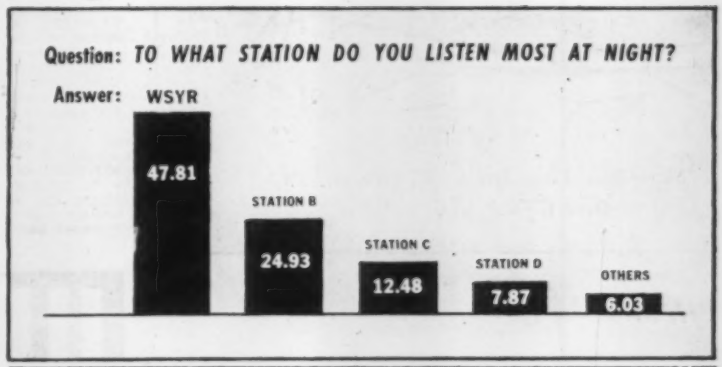
A SQUARE DEAL STATION

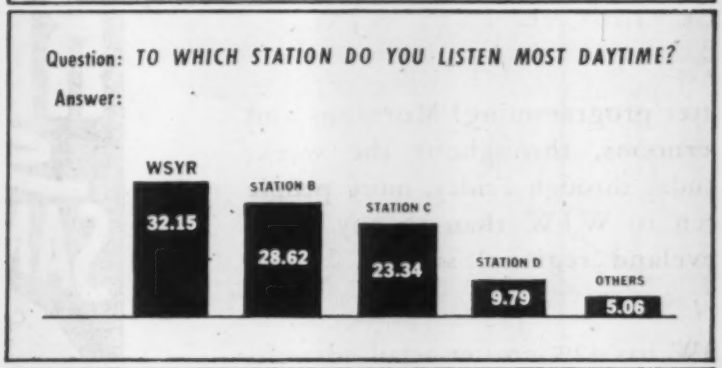
Invest in the United States
★ *Buy War Bonds* ★

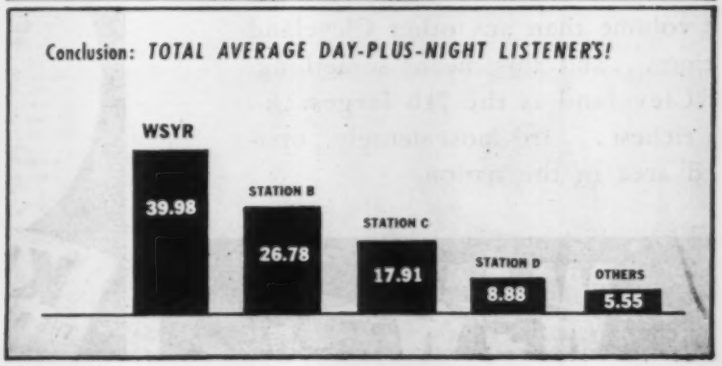
Representatives: Paul H. Raymer Company

WSYR SYRACUSE
570 KC
5000 W

Associated with WTRY, WELI, WKNE







Above charts show results of recent survey of "most listened to stations in Syracuse area."

"You Know Those Dresses We Advertised Over WJW? Well..."

Statement:

CLEVELAND likes WJW!

Proof:

Better programming! Mornings and afternoons, throughout the week, Monday through Friday, more people listen to WJW than to any other Cleveland regional station.

Result:

WJW has 42% greater retail advertising volume than any other Cleveland station . . . and this means something, for Cleveland is the 7th largest . . . 5th richest . . . 3rd most densely populated area in the nation.

BASIC Blue Network — WJW 850 CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY REED COMPANY

PROGRAMS

NEWS of children's activities in Edmonton are aired by CJCA Edmonton on new daily program, "Pat, The Playmate's Pal". Stories and news about activities for teen age and younger children, including activities at playgrounds, library and other communal centers, are given.

Youth Roundtable

YOUTH roundtable discussion program started on WMCA New York July 6 with highschool seniors participating in forum and competing for $50 War Bond first prize offered weekly for best presentation of views. Titled "Youth Speaks", program is summer replacement for "Alexander's Quizdom Class".

Program Expanded

MUTUAL on July 2 expanded Saturday program "Music for Half an Hour" to a six-weekly broadcast at same time, 4:30-5 p.m. Saturday concert format remains unchanged but new daily program features guest soloists. Series replaces "Never Too Old" program.

Hero Program

TRIBUTE to Congressional Medal of Honor winners is the format of the new "Congressional Medal of Honor" series starting July 2 on NBC in the time vacated by "Cavalcade of America", to resume Aug. 27. Program will tell story of a hero each week.

CBS Quarter-Hour

ADVENTURES of sophisticated Hollywood columnist are plot for CBS "The Merry Life of Mary Christmas", Wednesday 8:30-8:45 p.m. (EWT). Program features Mary Astor, radio-film star.

ASF Series

CBS on July 7 shifted "Assignment Home" from 4:30-5 p.m. to 10:15-10:45 p.m. for special summer series of 10 weeks which carries endorsement of Gen. Somervell, Army Service Forces. Eight of the ten broadcasts will be repeat performances, programs which have previously been aired on CBS and are being rebroadcast because of their special significance to both soldiers and civilians. Series is written by Sgt. Arthur Laurents and produced by CBS in collaboration with ASF.

New Religious Series

TWO new religious recorded programs, "The Radio Edition of the Bible" and "The Sacred Heart Program", started on WNEW July 2. Heard Monday 6:48-7 a.m. "The Sacred Heart Program" features scholastic choir of St. Louis U., Sacred Heart Quartet and brief sermons. In Wednesday 6:48-7 a.m. spot, other program dramatizes the text of the Bible.

Comedy Program

WHAT HAPPENS WHEN war veterans come back to Canada for discharge is the theme of new weekly half-hour serial "The Johnny Home Show" on the CBC Trans-Canada network. Comedy show is written by Sgts. Frank Shuster and Johnny Wayne of Canadian Army Show Unit.

State Improvement

IN COOPERATION with the Committee for Kentucky, WHAS Louisville is presenting "Wake Up Kentucky," weekly half-hour feature. Series is non-partisan and non-political.

Opinions Discussed

ROUND TABLE discussions of current problems are presented first Sunday of each month by WHIO Dayton on "Opinions on Trial", new series.

Syracuse Paper Praises Fulton Lewis jr. Expose

PRAISE for the graft exposing broadcasts by Fulton Lewis jr., MBS commentator, in connection with the Pan-American highway is extended by the *Syracuse Post-Standard*. "Mr. Lewis is engaged in another masterful job of exposing graft and waste, and the data he has been presenting are so astounding as to be all but incredible," the newspaper states in its editorial columns. "Orchids to Lewis and a hint to Senator Mead's war investigating committee that it had better get busy on the nasty mess."

KFMB Sells SAN DIEGO

CALIFORNIA'S THIRD CITY

1. Los Angeles
2. San Francisco-Oakland
3. SAN DIEGO!

That makes San Diego a must. 373,500 busy civilians reside in Metropolitan San Diego . . . within 15 miles of our antenna. It's easy for us to cover them for you . . . and they can be covered properly only from within!! Let us do it the RIGHT way for you.

KFMB
THE BASIC BLUE NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

KSEI
POCATELLO · IDAHO

first *in War!*

Tom Swafford, KGW Production Manager, cues member of cast while directing "Victory Playhouse," a 30-minute dramatic show devoted to the sale of War Bonds. One of KGW's numerous promotions which has helped Oregon achieve several "firsts" in per capita War Bond purchases. Monitor-man, Earle Peterson.

first *in Peace!*

First locally-written and produced daytime serial drama was KGW's "Sunnyside Heights," authored by Mason Moltzner (at right) shown here with members of the cast in 1932. Man next to Moltzner was star of the show, Richard LeGrand, now the famous laugh-getter, "Peavey" of the "Great Gildersleeve" program.

first *in Audience Influence...*

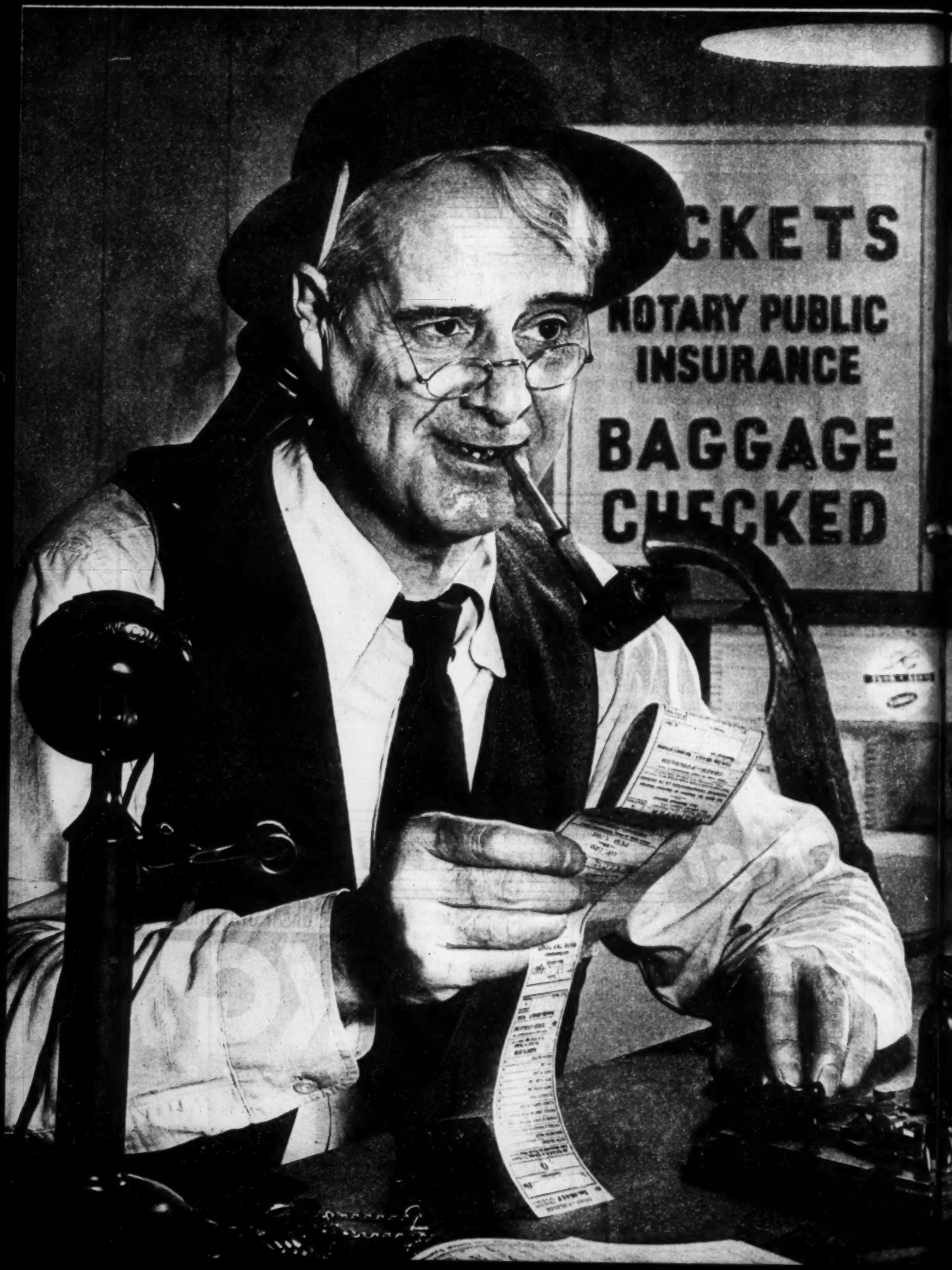
Audience loyalty to a radio station is built and maintained by constantly and consistently recognizing and fulfilling public service opportunities—not by an occasional splurge. For twenty-three years KGW has made the most of every chance for progressive public service, that's why it continues as "first" station in the area it serves!

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.


CKETS
NOTARY PUBLIC
INSURANCE
BAGGAGE
CHECKED

Yes, We Have To Be Ambidextrous

The small town railroad agent had many jobs and duties. Like him, we must be ambidextrous — but all of our efforts are directed toward one purpose. Our one job is to build national advertising for the stations we represent.

This company carries no sidelines, nor do we sell newspaper, magazine or outdoor advertising. We have avoided the lure of transcription, talent and promotion departments. We do not offer engineering, accounting or legal advice. From the beginning, it has been our policy to stick to one job — and to do that superlatively well.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Editorial

Truman's Radio Credo

FOR THE FIRST time since radio regulation began there exists a national policy on radio. President Truman has decreed it. That policy is for a radio "as free as the press". It is for "regulation by natural forces of competition" rather than "rigid Governmental regulation * * *". It is for "* * * a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitations of facilities".

It is our privilege to publish in this issue a precedent-shattering letter from the Chief Executive expressing forthrightly and concretely his views on radio. That expression is a mandate not only to all who live by the microphone but to the FCC and the Congress.

For implicit in the President's statement is the instruction to those who regulate this art to alter their concepts and discard their extreme philosophies which tend toward greater arrogations of power. A radio "as free as the press" can't be a radio half-free. A competitive radio can't be a survile radio which by fiat must delicately balance commercials as against sustaining or public service programs; throw open its books to the public gaze, or be told what programs can or cannot broadcast.

With innate wisdom, the Chief Executive envisages an even freer radio resulting from the influx of new FM and television stations. That augurs too for less, rather than more stringent regulation. For with facilities available to all comers who are qualified, a truly open competition in radio will obtain—the sort of competition which has animated the press. Then a radio "as free as the press" will not be an empty phrase or a will o'the wisp.

The President gives to the nation's broadcasters their cue for a more abundant radio life. In clear, understandable, direct fashion he has staked off the area in which a new and revitalized NAB should function. In less than 400 words he sets forth what should be the nucleus of the new radio law. Those basic views can be molded into the legislative language which will clearly define and limit the scope of the radio licensing body.

That is the mission of the NAB. The new NAB president should be one who can take the Truman Radio Credo and by sheer force of logic and soundness, pilot it through Congress. Such a man need not necessarily be an austere national figure, an eminent jurist or a practical broadcaster (although such radio craftsmanship would be a boon). He should be one inspired with the rightness of radio's cause, with the solid backing of the broadcasters, and an ability to follow the leadership that President Truman has provided.

The President did more than hand to radio the key to complete future freedom. He took note of radio's exemplary war work. He found American radio "in good hands".

His closing words: "I salute America's broadcasters who have been in their fashion, warriors for our common purpose * * * " forever should ring in the ears of every one whose talents and energies are devoted to radio.

Code, By Default

ALTHOUGH that opinion handed down by the FCC June 29 in the case of the UAW-CIO and WHKC Columbus (on controversial public issues) was single-spaced, there is reason for broadcasters to read between its lines.

There probably isn't a commercial manager in any radio station in America who has not at one time said that he was a better program director than that bloke on the job.

One might presume, then, that it is an inclination peculiar to broadcasting, as it is true on a newspaper that everyone from the compositor to the business manager believes he would make a better editor than the guy doing the job.

Maybe that's how it is with the FCC. Maybe things get dull in Washington. Lawyers become weary of regulations; commissioners tire of hearings; engineers fret at the very sight of a d.b. meter. Perhaps everyone wants to get into the act.

For there can be no doubt that in expressing its opinion so forcibly on broadcasting controversial public issues, the FCC again is getting program-conscious beyond the dictates of the statute which gives it existence.

The FCC has said, in this particular ruling, that broadcasters should "make sufficient time available, on a non-discriminatory basis, for full discussion . . ." of problems of public concern. There may be reverse English on this, but it still means that the FCC is interested in programs and intends to study stations in relation to them.

To this extent, the FCC has canceled the "controversial issue" clause in the NAB Code, whether officials at the Association care to admit it or not. The FCC says time should be sold for discussion of "controversial public issues" and the NAB says it should not be. The FCC is a regulatory body. The NAB is not. It is apparent whose advice licensees will follow.

And herein lies the broadcaster's salvation, if he wants radio to be free. The FCC has said, in effect, by giving approbation to the WHKC statement of policy, that NO restriction should govern licensees in considering for broadcast matters of public concern—NO restriction but that imposed by their own good judgment.

In its statement of policy WHKC avers that it will consider all requests for time to be employed in discussing public controversial issues on "their individual merits". WHKC says that it will make time available "primarily on a sustaining basis, but also on a commercial basis" for such programs.

Well, that puts all of them into the category of sponsors. If they arrive early enough to get a choice spot for their debate, well and good.

The decision, in the final analysis, rests with the licensee. The FCC order actually is in derogation, not in extenuation, of the Mayflower case (1941), which has been mentioned frequently in connection with the WHKC matter.

Although FCC advance scouts have infiltrated the program lines of broadcasting, it is likely here that their guns will be turned against them. All broadcasters need do is accept this as a challenge to their own intelligence and sense of fairnenss, handling such issues on their respective merits. They should meet the challenge stoutly.

And somebody ought to rewrite the NAB Code.

Our Respects To -

LT. HAZEL KENYON MARKEL

"NOW I've seen everything," said Adm. Halsey as he watched Hazel Markel riding gain on his broadcast over the Navy Dept. PA system.

He would have been more amazed had he followed Hazel through a day at her desk. Her official duties — supervisor of women's programs for the Navy, officer in charge of network radio for WAVES, in charge of network radio for Navy Chaplains Corps—don't begin to tell the story.

In addition she handles Navy details for the *Vox Pop* show, *Spotlight Bands*, *The Road Back*, *Meet Your Navy*, besides taking care of the Navy's part in all travelling network shows when they play Navy installations. She puts on the WAVES' *Something for Girls* 26-week series that was taken by 90% of stations all over the country. She was right in the center of activities on V-E Day when leaders of the armed forces broadcast from every war theater.

Hazel continues her interest in educational radio, her main field. While head of the department of speech and drama at Franklin High School, Portland, Ore., she thought it would be a good idea to build dramatic exercises around a microphone, rigging a tin can on a stand, and pretending it was for a broadcast.

From there she really went into radio, becoming producer and director of the Jack Keating School of Radio & Transcription in Portland, producer of a weekly drama series on a local Portland station, instructor of educational radio, U. of Oregon.

About this time she interested schools all over Portland in having students do programming, announcing and producing for KBPS, owned by the Portland schools. She trained the boys and girls, and soon found herself manager of the station, then director of radio for the Portland public schools. While working with the schools and KBPS, Hazel not only produced and directed the programs but was always running into the control room to check on technical operations. So she started studying technical radio and now is two months short of her "ham" operator's license.

CBS, familiar with her promotion of its *School of the Air*, named her educational director of the CBS Seattle station, KIRO, handling, besides the educational angle, the posts of public service director and producer, director and announcer of women's programs, director of the *School of the Air* Seattle originations.

Hazel left KIRO on leave in March 1943 to join the WAVES. She was commissioned a specialist in the service, and assigned to the Ra-

(Continued on page 48)

ALUMNI — Fifteen Hundred

THE 1500th CERTIFICATE will be among those awarded this year for satisfactory completion of training, under NBC auspices, in fundamentals of radio broadcasting procedure.

In the early months of 1942, war needs were draining trained personnel from radio faster than replacements could be found. Counter-measures were needed—urgently and quickly.

From that emergency came the NBC-Northwestern University Summer Radio Institute—an academically accredited organization offering intensive, practical training by experts under actual operating conditions. The Institute was supplemented in the following year by similar establishments with the co-operation of the University of California at Los Angeles and of Stanford University. And building further upon these successful foundations, NBC last winter joined with Columbia University to present accredited courses in practical radio subjects during the regular academic year. From the standpoint of student enrollment and number of courses, this represents the most extensive training program yet undertaken in the field of radio education.

These four institutions will again have capacity enrollments for 1945. Selected for aptitude, experience, and the abilities to absorb and apply their training, students will receive instruction from NBC staff members and university faculties in continuity and dramatic writing . . . announcing . . . program planning and production . . . radio teaching . . . news editing and writing . . . utilization . . . control room operation . . . sales techniques . . . radio history and survey . . . music for radio.

• • •

Here again are examples of NBC's leadership in service . . . service to the radio industry, to sponsors, to listeners . . . and to education . . . *continuing service that helps maintain NBC's position as America's No. 1 Network.*

A Service of Radio Corporation of America

National Broadcasting Company

America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

Let's Talk

TURKEY!

It goes without saying that those 8,000,000 prosperous, free-spending folk who live within voice of the WIP strong, clear signal have a definite place in your sales-making picture. It's also a *proven fact* that WIP is the station which can sell them your product. Why, then, don't we get together and "talk turkey"?

610 K. C. PHILADELPHIA'S PIONEER VOICE WIP 24 HOURS EVERY DAY 5000 WATTS

Philadelphia's MUTUAL *Affiliate*

Represented Nationally by GEO. P. HOLLINGBERY CO.

Finch Promoted

CAPT. WILLIAM G. H. FINCH, USNR, in charge of an electronics equipment section, in the Navy's Bureau of Ships Electronics Division, last week was promoted to that rank. Capt. Finch is the controlling stockholder and past president of Finch Telecommunications Inc., Passaic and New York, and is the inventor of facsimile, among other electronics devices. He is also a former FCC chief engineer. In 1940 he staged one of the first public demonstrations of multiplexing, transmitting and receiving both facsimile and voice simultaneously on an FM station.

Capt. Finch

AFRS Remote

LONGEST remote broadcast ever staged by Armed Forces Radio Service was handled recently during a blow-by-blow description of the All-India championship boxing tournament from the ringside at Calcutta. Released over American Expeditionary network, program was rebroadcast by VU2ZV Chabua, India, AFRS outlet over 850 miles away. Voice of the sports announcer was then piped over Signal Corps lines to Ledo, Myitkyina and Bhamo in Burma.

SURE 'TIS A JEWEL OF A TOWN IS FLANAGAN (KENTUCKY)!

Far be it from us to disparage anything with such a good Irish name! But faith, how many *people* has it now, to buy your products after they hear your broadcasts? If it's a *market* you're after, it's WAVE's Louisville Trading Area you'll be wanting. Beggin' your pardon, there is more cash spent here than in the rest of Kentucky *combined!* But anyway—up Flanagan!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC. National Representatives

Our Respects to

(*Continued from page 46*)

dio Section, Public Relations. Four of her shows have won national awards. They are: National Council of English Teachers, 1940; Institute for Education by Radio, 1941; and two from the National School Broadcast Conference, 1942.

She was born Sept. 11, 1903, in Pendleton, Ore. A graduate of the U. of Washington, she did graduate work at the U. of Oregon, U. of California, New York U., the Cornish School of the Arts, Seattle, and the Civic Theater School at Portland. From childhood she has had a flair for languages, and has done quite a bit of graduate work in languages at the Sorbonne in Paris. She has taught several languages and is now learning Russian.

Four years ago Hazel became Mrs. Dan Markel, wife of a writer for the Hearst Syndicate. Mr. Markel's work brought him to Washington, where she is stationed, and she says she is apt to find anyone from either the radio or journalism world in their home.

She is a Phi Beta Kappa; member of the Eastern Star; Kappa Gamma Delta, educational honorary; member of the national advisory boards of the National School Broadcast Conference, Institute for Oral and Visual Education; national editorial board of the Assn. for Education for Radio; Women Directors of the NAB; FREC Committee on network program listing; national radio committee for the United Church Council.

Her hobbies? Hazel turns every task into a hobby. Maybe that's why she has done such a good job.

WNLC Satellite

NEW STATION at Norwich, Conn., to synchronize on 1450 kc with WNLC New London, Conn., is requested by WNLC licensee, Thames Broadcasting Corp., in application filed with FCC last week. Firm is now constructing studio and business offices in Wauregan Hotel, Norwich, requested location of transmitter and antenna. Satellite would operate 250 w unlimited.

WJHP JACKSONVILLE FLA

NORTHERN FLORIDA'S BEST RADIO "BUY"

• Send for Details •

Represented by JOHN H. PERRY ASSOCIATES

IT'S THE STATION THAT TAKES ME TO THE OLD COUNTRY

Because nearly
two hundred thousand
foreign-born folk
live within our area,
we provide six weekly
nationalities programs
featuring authentic music
of the Hungarians,
Czechs and Poles,
Slovaks and Slovenians.
Careful programming
for these peoples
has won for WGAR
the loyalty of
this market which
says little . . . thinks deeply
. . . and buys from its friends.

CLEVELAND'S

WGAR

THE FRIENDLY STATION

FREE SPEECH "MIKE"

RADIO'S XXV ANNIVERSARY

MANAGEMENT

CLYDE SCOTT, manager of KECA Hollywood, has been elected vice-president of Southern California Broadcasters Assn.

KENNETH TINKHAM, for several years manager of KMTR Hollywood, has resigned to enter real estate business.

HARRY SEDGWICK, managing director of CFRB Toronto and chairman of board of Canadian Assn. of Broadcasters, for three years director of New York office of Canadian Wartime Information Board, was tendered farewell luncheon June 28 at New York on occasion of his retirement as director of New York WIB office.

SAMUEL WOODWORTH, vice-president and general manager of WFBL Syracuse, has been named a member of the publicity committee and fraternal committee of Syracuse Rotary Club.

JAMES D. SHOUSE, vice-president of Crosley Corp. in charge of broadcasting, has been elected a member of the board of Foreign Policy Assn. of Cincinnati and of the Cincinnati Better Business Bureau. He also has been re-elected board member of Cincinnati Summer Opera Assn.

ARDEN X. PANGBORN, general manager of KGW Portland, Ore., was speaker at 58th annual meeting of Oregon Newspaper Publishers Assn., June 29, Eugene, Ore. Talk was "Newspaper and Radio Relationships". At another session he outlined postwar tourist business plans projected by Oregon Ad Club, of which he is president.

ON VACATION: EDGAR KOBAK, MBS president, until July 21 at Pine Orchard, Conn.; **PHILLIPS CARLIN**, MBS vice-president in charge of programs, to July 16; **HUGH KENDALL BOICE**, vice-president in charge of sales, WQXR New York, until late July.

RUSSELL G. WINNIE, manager of WTMJ-WMFM Milwaukee, has been elected president of the Milwaukee Ad Club.

MERLIN H. AYLESWORTH, former president of NBC, married the former Mrs. Caroline Andrews McInteer on June 30 at the home of his sister in Fort Collins, Col.

LICENSE to operate a 250 w station at Prince George, B. C. has been issued to F. H. Elphicke, manager CKWX Vancouver, and his brother Cecil Elphicke, Vernon, B. C.

ALLEN T. SIMMONS (l), owner and mgr. of WADC Akron, is conducted through the Goodyear Aircraft Corp. by Harry Blythe, v-p and gen. mgr. of aircraft. Station pumps daily news broadcasts direct to plant employes.

OWI Appeal

MORE than 68 men responded to an OWI appeal made by several New York newscasters last week asking for kitchen and steward personnel to man transports bringing back returning GI's.

COMMERCIAL

WILLIAM VANDER BUSCH Jr., formerly with WDGY Minneapolis and Army Air Corps veteran, is new sales manager of KOTA Rapid City, S. D.

EDWARD G. DEMSEY, formerly of the Franklin Hardware Co., Philadelphia, has been appointed to the newly-created post of controller of WIP Philadelphia.

CARROLL F. JACKSON, news and sportscaster of WROX Clarksdale, Miss., has been named sales manager of station with resignation of **ARNOLD CONTROY**.

JIM MUSE is new addition to sales and publicity departments of KUTA Salt Lake City.

BARNEY CRAGSTON, sales account executive in American cooperative program department, has been named sales manager of the department, effective immediately. Before joining American, Mr. Cragston was in the Army for more than two years and one-time salesman of syndicated radio programs.

OLIVE JOHNSON, who resigned as supervisor of commercial traffic at WTIC Hartford in April to join the American Red Cross, is now in Rome as property central officer.

MYRON ELGES, Hollywood account executive of American, has been elected president of newly formed American Broadcasting Co. Employees Club which comprises Hollywood network staff members. **FRANK SAMUELS**, western division sales manager, and **AMOS BARON**, KECA Hollywood sales manager, were named first and second vice-president, respectively. **KENNETH STEDMAN** of auditing department is treasurer, with **MARJORIE HESTER** of stations relations division, secretary.

CLARENCE P. ROBINSON and **CHARLES W. BURDSAL** are new members of the commercial staff of WCOS Columbia, S. C.

WHIT New Bern, N. C., has appointed Walker Co. as national sales representative.

NORTH Central Broadcasting System, including Mississippi Valley Network, ended connections with Poster Adv., New York, July 1. All space will be handled through New York office of NBC.

Gen. Foods Shifts

GENERAL FOODS Corp., New York, is changing products advertised and time of several network programs. *Adventures of the Thin Man*, now Fri. 8:30-8:55 p.m. on CBS for Grapenuts and Grapenuts Flakes, goes to Sun. 7-7:30 p.m. for Post Toasties and shifts from Young & Rubicam to Benton & Bowles. Fannie Brice program, formerly for Post Toasties through Benton & Bowles, goes on in fall for Sanka coffee through Young & Rubicam, either in its old CBS spot Sun. 6:30-7 p.m. or 7:30-8 p.m. *Burns & Allen* goes on NBC Thurs. 8-8:30 p.m., replacing Frank Morgan, for Maxwell House coffee, handled by Young & Rubicam. Dinah Shore returns for Birdseye in fall, same Thurs. 8:30-9 p.m. spot on NBC. Agency is Young & Rubicam.

Juilliard Courses

JUILLIARD School of Music, New York, in its summer session July 2-Aug. 10, is offering for the first time courses in "Industrial Music and Radio," development of industrial music in war plants has opened a new field for the trained musician, who must have specialized training in program making, script writing, use of equipment and other skills necessary for plant broadcast.

OFFERS YOU THE MARKET THAT COUNTS MOST . . . *without the rate penalty of out-state coverage!*

XXV

24 HOURS A DAY
KCKN is the only Kansas City station broadcasting day and night —all night.

"THIS IS MUTUAL"
At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

Leaving the surrounding thinly-spread farm and small town market to others, KCKN, and *only* KCKN, programs specifically and exclusively for the listener tastes of the market that counts most—Greater Kansas City. So what? So this . . . Kansas Citians tune in KCKN for the kind of radio entertainment *they* like, day and night, *all* night.

Thus, *without the rate penalty of out-state coverage,* you may tell and sell Greater Kansas City's in-the-money, eager-to-buy listeners—thru KCKN.

Your nearest Capper office will give you availabilities.

Music by Day—Mutual at Night

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

THESE FINE RECEIVERS ARE AVAILABLE

By the Thousand

• Here are a bee's antennae—the organs of smell. With these sensitive instruments a bee can detect the finest shades of perfume in growing things — can select unerringly the nectar of its choice.

• So the local flowers with the most attractive perfume get the bees—***by the thousand.*** And they keep coming back. In the same way local stations with the most attractive programs get listeners by the thousand—and they keep coming back.

• The ***Beeline,*** working on the group principle, represents one of the most efficient coverage units in radio broadcasting. The ***Beeline*** with its 41 primary counties is the only combination of stations that can properly cover the Central California Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined for regional spot business. See McClatchy ***Beeline*** rate listing first under California in Standard Rate and Data.

PAUL H. RAYMER CO.
National Representative

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

The Swing is to WHB in Kansas City

Meet WHB's Ed Birr—
of our "Client Service Department"

At WHB we've always called the sales department the "Client Service Department"—simply because that's the purpose of our salesmen: to *serve* our advertisers.

And when World War II "cleaned out" WHB's sales staff, we looked around for a trained and experienced man who knew advertising, merchandising and selling. In Chicago, the same War had wiped out Ed Birr's slate of national accounts.

WHB's Don Davis knew Ed Birr's background in transportation, in agency work, in direct advertising, point of sale display and dealer development. "Come with WHB and see how you like radio", he invited .... and Ed Birr took to radio as a duck takes to water.

Since 1942, Ed has developed two of the highest-rated co-operative shopping programs heard in the Kansas City area: "THE PLAZA PROGRAM" for the merchants of Kansas City's exclusive Country Club Plaza district .... and "MARY JANE ON PETTICOAT LANE", for downtown department stores and specialty shops located on Eleventh Street, Main to McGee.

Ed also pioneered in the development of "Help Wanted" advertising, by radio, for Kansas City's war industries—and has helped to secure thousands of workers for vital war plants.

He has also helped both large and small merchants with soundly-planned radio campaigns of programs and spot announcements.

If you have a tough problem to lick—shortage of merchandise to be explained, good-will promotion, or the problem of stepping-up sales, Ed Birr can help you. His background of experience in merchandising, advertising and selling includes many major products.

You'll enjoy doing business with WHB—"the station with agency-point-of view." At WHB, every advertiser is a *client* who must get his money's worth in *results*.

If you want to sell the Kansas City market, WHB is your *happy* medium.

For WHB Availabilities, 'Phone DON DAVIS
at any of these "SPOT SALES" offices:

WHB KANSAS CITY This is Mutual 1000 WATTS-880KC

KANSAS CITY . . . . . Scarritt Building . . . . . HArrison 1161
NEW YORK CITY . . . 400 Madison Avenue . . . ELdorado 5-5040
CHICAGO . . . . . 360 North Michigan . . . . . FRAnklin 8520
HOLLYWOOD . . Hollywood Blvd. at Cosmo . . HOllywood 8318
SAN FRANCISCO . . . . . 5 Third Street . . . . . EXbrook 3558

KEY STATION for the KANSAS STATE NETWORK
Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

PRODUCTION

EMERSON S. SMITH, after more than two years in Marine public relations, has returned to KDYL Salt Lake City as program director.

GEORGE LEE MARKS, formerly of WHAS Louisville, is now program director of KTSA San Antonio. At one time Mr. Lee was production director of WOAI San Antonio.

Mr. Marks

ROBERT ZIMMERMAN has joined KGW Portland, Ore., as educational director.

JERRY MARSHALL, WNEW New York announcer, married **GERALDINE SCHWARTZ** of the CBS accounting department on June 17.

ALICE LLOYD, formerly with writing staff of WNYC New York, has joined the program department of NBC New York.

MALCOLM CHILD, WQXR New York announcer and producer, is the father of a girl born June 26.

GILBERT CHASE, music supervisor for NBC University of the Air, left June 30 on 10-week trip to nine Latin American countries to serve as special consultant of the music division, Library of Congress. He will make a survey on interchange of American and Latin-American music and how each may be used by radio and educational agencies in fostering better understanding between North and South America.

MARY KENNEDY is music director and librarian of WPAT Paterson, N. J., succeeding **JAY SEYMOUR**, who resigned to become music librarian at WMCA New York.

DOROTHY LEWIS is new addition to continuity staff of KOTA Rapid City, S. D.

NEIL M. MORRISON, talks and public affairs supervisor of CBC Toronto, has been seconded to the Canadian Wartime Information Board and has sailed for Great Britain on special two months assignment.

PAT NICHOLSON, new to radio, to production staff of CKWX Vancouver.

CHARLES LEWIS, former newscaster of WOL Washington, is new announcer with WWJ Detroit.

BOB CONGER, WWJ Detroit announcer, has married Dorothy Fuhrman of Detroit.

LEONARD CARLTON, program director of WLIB New York, has been granted six-month leave of absence to serve as New York representative for the Paris Post, English language newspaper which began publication July 4 in Paris as an afternoon daily. **DOROTHY THACKREY**, publisher of the New York Post and owner of WLIB, is also publisher of the Paris Post. Special program saluting new newspaper was broadcast July 4 in English over French government network. **DOROTHEA BECKMAN**, assistant program director of WLIB, has been named acting program director in Mr. Carlton's absence. She is also acting as publicity director succeeding **PEGGY BYRNE**, who resigned to join her husband in Topeka.

MARY KIRKLAND, former radio production assistant at Lennen & Mitchell, New York, has joined playreading committee of NBC script division, succeeding **ROBERTA BARRETT**, who resigned to join BBDO as editorial assistant.

MAJ. ROBERT BUTTON, with NBC as assistant program manager of the Blue Network before joining the Army as a private in 1941 and now intelligence officer with the General Staff in Germany, July 2 in London married Decima Knight, English concert soprano.

ROBERT MANSFIELD, of the AAF Office of Radio production now on Guam, has been promoted to captain. He formerly did commentary programs on Seattle stations.

NATHAN M. RUDICH, former dramatic director at WNYC New York, is now assistant program director of the station.

DURING WLBC Muncie, Ind. War Bond drive June Johnson, prog. dir. offered to wash dishes for Bond buyers. Taker was one of city's largest restaurants. Don Burton, station's owner, is giving $25 Bond to employe selling the most.

DON ALBERTSON, from WCAL Northfield, Minn., to KYSM Mankato, Minn., as announcer. **GENEVIEVE FITZGERALD** and **JOYCE ROSE** are new copywriters at KYSM. **MARIE O'CONNOR** has been added to announcing staff.

BETTY BERRY, record m.c. at WNAC Boston, has been married to **BILL HAHN Jr.**, WNAC announcer.

PAUL PARKER, chief announcer of WHIT New Bern, N. C., has been named program and production manager.

ROBERT SPENCER is now member of production department of WTAM Cleveland. New announcers are **STANLEY NEWLSON**; **HARRY E. RIDGLEY**, formerly with WIBC Indianapolis, and **WAYNE C. BYERS**, who returns to staff from WCAR Pontiac, Mich.

JACK DUNHAVER, from KVOS Bellingham, Wash., to announcing staff of KIRO Seattle.

ELEANOR HOWARD, women's commentator for WOL Washington, has resigned because of doctor's orders. She is replaced by **MARSHALL ADAMS**.

JACKSON LOWE has been named chief announcer of WWDC Washington.

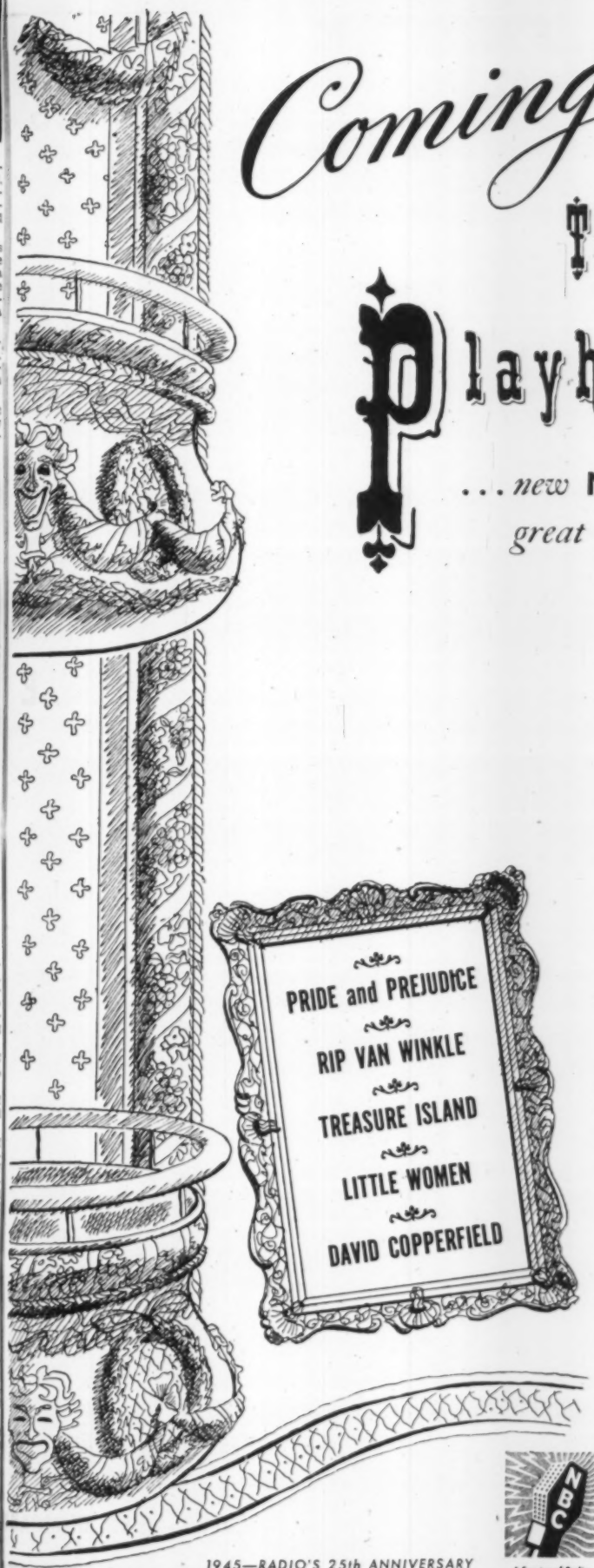
LEON LEONARDI, after 12-month leave of absence as musical director of "Bloomer Girl", New York musical show, has returned to KFWB Hollywood as music director.

DAVID BALLARD, released from the Marines, has joined KGFJ Los Angeles as announcer. **KYLE THOMAS**, formerly of WMPS Memphis, has also been added to KGFJ announcing staff. **FLORENCE YOUNG** is new member of program department.

RICHARD TUFELD, formerly of NBC Hollywood, has joined KECA Hollywood as announcer, replacing **DOUG McKELLAR**. Latter has entered the Navy.

Tibbett to Tour

LAWRENCE TIBBETT, noted baritone, leaves Lucky Strike's *Hit Parade* after July 21 to go overseas on a USO tour, according to the New York office of Foote, Cone & Belding, agency for sponsor, American Tobacco Co. Dick Todd, baritone, just returned from a year overseas with the USO, signed a five-year contract and starts on the series July 28, replacing Mr. Tibbett.



Coming..

The Playhouse of Favorites

...*new* NBC-RECORDED PRODUCTION *of great stories—beloved today as yesterday*

THE PLAYHOUSE OF FAVORITES is a series of modern radio adaptations . . . superbly produced and recorded by NBC . . . of such masterpieces as *Evangeline, Anna Karenina, Moby Dick* . . . and many other live-forever stories whose wit, warmth and beauty thrill each generation anew.

These stories . . . immortalized in plays of yesteryear and produced with the top talent of that day . . . are now re-created by NBC in all their original splendor spotlighting the top talent of today . . . Wendy Barrie, Signe Hasso, Will Geer and other "prominents" of the theatre, motion pictures and radio. Unusual musical arrangements enhance the mood of each unforgettable production. "Behind the scenes" are NBC's alert supervision and production facilities.

THE PLAYHOUSE OF FAVORITES will open in your town with a tremendous reception . . . will be hailed as the favorite "home theatre" of young and old . . . men and women . . . because the people in your town want the "Playhouse" type of drama . . . a demand clearly indicated by the result of a survey on nation-wide listener preferences made before NBC Radio-Recording Division undertook this production.

26 half-hour, network-calibre programs for one-a-week broadcasts make up THE PLAYHOUSE OF FAVORITES —all designed to do an outstanding prestige job for local and regional advertisers in their own communities over stations of their own choice. Send for complete data and audition records *now*.

1945—RADIO'S 25th ANNIVERSARY
PLEDGED TO VICTORY!

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

WHO SAYS INFLATION?

All day long

W-I-N-D

delivers

79%

MORE AUDIENCE PER DOLLAR

now in 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D

Chicago

5000 WATTS • 560 KC

24 HOUR NEWS SERVICE
AP • INS • UP

NEW YORK REPRESENTATIVE • JOHN E. PEARSON CO.

AGENCIES

FRED W. STRAUSS, in charge of Los Angeles office of Hugo Scheibner Inc., has been elected executive vice-president. **FRANCES L. COOPER**, formerly of Fairchild Publications, Los Angeles, has been appointed agency San Francisco manager, replacing **SHIRLEE PETKIN**, named public relations director and head of planning department. Latter now headquarters in Los Angeles.

ALBERT S. WHITE, former copy group head of J. Walter Thompson Co., Chicago, and copy chief of Sherman K. Ellis & Co., has been named to similar newly created post of McCann-Erickson, Los Angeles.

HARRY E. FOSTER AGENCIES, Toronto, has moved Montreal office to the Sun Life Bldg. Telephone: Belair 1984-5.

LOUISE SMITH TAYLOR, former production manager of William Hart Adler Inc., Chicago, has joined Goldman & Gross, Chicago, as production manager.

AD CLUB of St. Louis is planning to establish two "Week in St. Louis Advertising Awards" for School of Journalism at Missouri U. and to establish awards for Washington U. and St. Louis U.

WILLIAM E. FLYNN, formerly with D'Arcy Adv., has joined Krupnick & Assoc., St. Louis, as production manager.

A. DOUGLAS FOLGER has been named director of marketing research for Pedlar & Ryan, New York.

EDWIN O. PERRIN, former staff manager in charge of Army campaigns of the War Adv. Council, has resigned that position to become a partner in Henry A. Loudon Adv., New York. Mr. Perrin, a former vice-president and director of McCann-Erickson, New York, is third member of firm headed by Mr. Loudon. Another partner is **DeWITT HILL**, also a former McCann-Erickson vice-president. Loudon agency is at 270 Park Ave., New York.

ALLIED ARTS

DUDLEY B. TROTT is in charge of new Cleveland office of Caldwell-Clements, New York, to represent electronic industries and radio and television retailing in Ohio, eastern Michigan, western Pennsylvania area. Cleveland location is 1210 Citizens Bldg., zone 14. Phone: Main 8270.

JAMES DOOLITTLE, former sales manager of Neblett Radio Productions, Chicago, has opened his own production offices under name of Craig Dennis Radio Productions, 203 N. Wabash. Quarter-hour children's show is first production.

GIL GIBBONS, producer for Carl Wester & Co., Chicago, has resigned to organize his own production agency. He is succeeded by **HARRY BUBECK**, producer with NBC Chicago.

FREDERIC W. ZIV Co., Cincinnati, has moved Hollywood offices to larger quarters at Taft Bldg. **JOHN L. SINN**, Ziv partner, is on West Coast supervising expansion and production of new program "Sincerely Kenny Baker". **V. DELBRIDGE** also has shifted to Hollywood. **N. L. ROGERS** continues as Hollywood manager. **RALPH McFREELEY**, former promotion manager of Columbus Dispatch, is now in charge of sales in Detroit. **TOM PRIVETTE** heads activities in Atlanta and **M. J. RIFKIN** in New England. **FRANK MARGESON**, formerly with Chicago Times, heads Ziv sales in Baltimore.

CANADIAN MARCONI Co., Montreal, has announced it will manufacture and distribute a large range of electrical appliances in addition to radio products.

HELEN EGERT, for five years head of Egert Research Corp., has been appointed research director of Raymond Spector Co., New York, and president of Egert Research Assoc., new affiliate of the agency. Egert Research Corp.'s entire facilities, including over 8,000 specially selected field workers, have been taken over by Egert Research Assoc.

ROBERT D. SPAHN has resigned from M. R. Hackett Co. to become vice-president of Roy S. Durstine Inc., New York. He is former vice-president of Criterion Adv. Co., New York.

JEROME B. GRAY, head of Gray & Rogers, Philadelphia agency, has been named associate chairman of public relations committee for United War Chest campaign to be conducted in Philadelphia in the fall. Other agency men serving on committee are **H. H. KYNETT**, of Aitkin-Kynett, and **AL PAUL LEFTON**, of Al Paul Lefton Co.

EUGENE KRAEMER, formerly with Adam J. Young Inc., New York, has joined J. P. McKinney & Sons, New York, succeeding **NORBERT O'BRIEN** who joined WCOP Boston as commercial manager [BROADCASTING, June 18].

STAN KIRK has been appointed production manager of Garfield & Guild Adv., San Francisco.

CARL MORITZ, formerly with Attorney General's office, Los Angeles, and prior to that on CBS Hollywood publicity staff, has been added to Young & Rubicam, Hollywood, as West Coast producer of CBS "We the People".

NEWS

MIKE JABLONS, in charge of publicity of WNYC New York, has been named director of promotion, news and special events.

JOHN THORNTON, staff member of Mutual news division, is the father of a boy born June 29.

DR. HUGH B. GRANT, former American minister to Albania and later to Thailand, is new commentator with KGW Portland, Ore.

EDWARD L. SOUDER Jr., American network correspondent in CBI theatre and only correspondent to accompany Gen. Wedemeyer on a 2,100-mile inspection tour of northwestern China area, has returned to Chungking.

W. R. WILLS, Far East authority with KMOX and KXOK St. Louis, is now news editor of WGBS Miami.

PAUL GRAIN, sportscaster and special events man for KEX Portland, Ore., has married **MARCIA LOUISE BARNES**, soloist on KFPY Spokane.

SAM G. ROSS, news editor of CKWX Vancouver, has returned to Canada after being overseas in Europe since early 1945 representing CKWX and affiliated stations operated by All-Canada Radio Facilities.

DAVID BRENT, American network war correspondent, is in San Francisco from the Philippines to visit his wife who is seriously ill in the Marine Hospital. Mrs. Brent recently returned to the states on a hospital ship from Santo Tomas where she and her husband were internees.

PEGGY WHITEHEAD, formerly with WLW Cincinnati, is successor to **BILL BAILEY** in newsroom of WTAM Cleveland. Mr. Bailey is now with NBC New York.

CBS and Edmund Chester, CBS director of Latin American relations, received an award from municipality of Havana, Cuba, in recognition of achievements in promotion of Cuban-American solidarity. Award was presented during a special broadcast June 29.

Beginning our 6th Year as an Affiliate of "THE NETWORK MOST PEOPLE LISTEN TO MOST"

WSJS

WINSTON-SALEM

5000 Watts

600 on the Dial

★

Represented by

HEADLEY-REED COMPANY

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago · New York · St. Louis · Los Angeles · San Francisco

REPRESENTING LEADING RADIO STATIONS

Maybe you're interested in sponsoring a fifteen minute newscast —or an hour long musical. Whichever it is, *you'll be way ahead when you buy spot programs that are already well established on the air.* For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

There are many such good spot programs available, ready to go to work for your product tomorrow. A John Blair Man can tell you about the best of them, in markets that interest you. Call him in today – he's a good man to know!

. . . it had a noble beginning

Tradition has it that the Chinese Emperor Nyu-Kwa invented the mouth organ about 3,000 B.C. The first Chinese mouth organs were hollow gourds, bored with 13 or more holes each fitted with a thin bamboo cane. The neck of the gourd served as a mouthpiece, and each cane had a finger hole which was stopped by the player's finger to sound the pipe.

Not all were portable

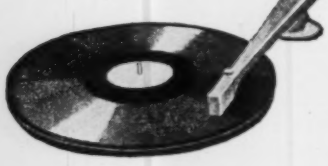
We think of the mouth organ as a "pocket" instrument—but some of the primitive types still used in Western China have pipes 14 feet tall!

Originally, the Chinese played the mouth organ in funeral processions. Today the instrument is carried by mourners, but not played—perhaps because the would-be musicians need all their wind to carry the monstrous pipes.

The mouth organ becomes the harmonica

By 551 A.D., the mouth organ had traveled westward to Persia, but it was not until the 18th century that the instrument reached Russia and European civilization. Abbe Georg Vogler introduced the free reed into the Chinese-type instrument, and the harmonica resulted — together with a whole family of reed instruments.

In 1821, Friedrich Buschmann, of Berlin, built the first mouth organ in the form in which it is familiar to us.



Harmonicas today are usually played in groups. Their low volume and thin, reedy tone make them difficult to record. They are reproduced best by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

SPONSORS

FRANKLIN SCHOOL OF NURSING, New York, with branch schools in Pittsburgh, Newark, Philadelphia and Cleveland, intends to use national radio advertising when plans for home-study course are completed. Programs built by local stations and participations will be used. Agency is Seidel Adv., New York.

ALBERT EHLERS Inc., New York (Ehlers Tea), starts sponsorship of Mary Margaret McBride, participation show, on WEAF New York, effective July 9 for 52 weeks. Agency is Weiss & Geller, New York.

HAWTHORN-MELODY Farms Dairy, Chicago, has signed for five station breaks weekly for 13 weeks on WMAQ Chicago thru Bozell & Jacobs, Chicago.

CHRISTIAN HERALD Assoc., New York, has placed a 13-week series of transcribed programs "They Knew God" on KYW Philadelphia, Saturday 6:30-6:45 p.m. Placed direct.

DR. W. B. CALDWELL Co., Monticello, Ill. (Campho-Phenique), has signed for two station breaks weekly for 33 weeks on KYW Philadelphia thru Sherman & Marquette, Chicago.

MARITIME MILLING Co., Buffalo (Hunt Club Dog Food), will participate twice weekly in Ruth Welles program on KYW Philadelphia, placing for 13 weeks thru Baldwin, Bowers & Strachan, Buffalo.

MARLIN FIREARMS Co., New Haven, Conn. (razor blades), has placed three one-minute transcribed spots on KYW Philadelphia for 26 weeks thru Craven & Hedrick, New York.

ALBERS MILLING Co., Seattle (flour), has appointed Honig-Cooper Co., Seattle to handle advertising. Firm sponsors "Albers Homemakers Hour" on NBC Pacific stations.

CRYSTAL BEVERAGE Co., Los Angeles (Squirt) has appointed Davis & Beaven, Los Angeles, to handle advertising.

VONETT SALES Co., Los Angeles (cosmetics), July 2 started five-weekly quarter-hour of recorded music on KFAC Los Angeles. Contract is for 15 weeks. Firm in addition sponsors twice-weekly "Star Gazing With Frances Scully" on KECA Hollywood. Adolph Wenland Adv., Los Angeles, has account.

BREUNER'S, Oakland, Cal. (home furnishings), June 25 started Raymond Swing's commentaries on KGO San Francisco, 4:15 and 10:15 p.m. (PWT) Mon. thru Fri. Agency is Emil Reinhardt Adv., Oakland.

J. H. CAMPBELL, for three years on loan from Canadian Pacific Railway to head Washington office of the Canadian Wartime Information Board, has been named general publicity agent of C.P.R., succeeding **J. M. GIBBON** who retired June 30.

COUNTESS MARITZA COSMETIC Co., New York, has appointed Madison Adv., New York, to handle advertising. Radio is considered.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamin B Complex Tablets), is in fifth consecutive year on Keystone Broadcasting System with renewal of "Lum 'n' Abner" series, broadcast four times weekly, quarter-hour. Agency is Wade Adv., Chicago.

GENERAL CIGAR Co., New York, sponsor of New York Post columnist Earl Wilson on Mutual during the spring, will return to the air in the fall but neither program nor time has been set. Agency is J. Walter Thompson Co., New York.

S. S. KRESGE Co., Detroit, has entered radio for first time with sponsorship of John B. Kennedy quarter-hour co-operative broadcast on American five-weekly. Agency is Maxon Inc.

TAYLOR REED Corp., New York (QT Pie Crust), has appointed Tracy, Kent & Co., New York, to handle advertising. Spot announcements will be used.

EMS BREWING Co., East St. Louis, Ill., has named Maurice Lionel Hirsch Co., St. Louis, as agency. Radio will be used.

PIETER DE WITT Diamonds Ltd., New York, on Sept. 3 starts 35 station breaks weekly on WLIB New York on one-year contract. Firm is already using station breaks on WQXR New York and participation sponsorship in program on WJZ New York. Agency is Green-Brodie, New York.

ROYAL Tobacco Corp., New York (Lion Cigarettes), this week starts a five-weekly musical program on WHN New York and thrice-weekly news program on WABC New York. Agency is Lawrence C. Gumbinner Adv., New York.

W. F. STRAUB & Co., Chicago (Honey Mellowed Prune Juice), is planning a spot campaign next fall in addition to sponsorship of a participation show "Dr. Eddy" on WOR New York. Agency is S. Duane Lyon Inc., New York.

ARTHUR TICKLE Engineering Works, Brooklyn, is using help wanted spot announcements and participations in programs on WNEW WMCA WHN WINS New York. Announcements, varying in frequency, are to run thru July 23. Agency is Al Paul Lefton Co., New York.

DOROTHY SHOPPE, Los Angeles (women's apparel), has started nightly spot schedule on KFAC Los Angeles. Placement is thru Adolph Wenland Adv., Los Angeles.

HEBREW Evangelization Society, Los Angeles (religious), having expanded its national campaign, currently sponsors transcribed quarter-hour "Hebrew Christian Hour" on 44 stations, varying from a thrice-weekly to daily schedule. Tom Westwood Adv., Los Angeles, has account.

FOR SECOND consecutive year, *Women Commandos*, sponsored on WKY Oklahoma City by Oklahoma Natural Gas Co., won top honors in the Public Utilities Adv. Assn.'s better copy contest. Admiring scroll for education and public service are (l to r) Hal North, gas company prom. mgr.; Gayle V. Grubb, station mgr.; John H. Warden, sponsor's gen. sales mgr.; Julie Benell, writer-producer; Ralph Miller, WKY comm. mgr.

A PEEP INTO THE FUTURE!

In that washing machine window Farmer Bill might fancy he sees big changes coming to Iowa!

It's true that prosperity here long has been unique for a predominately farming state. But now it has increased to a point where almost the entire rural population is set to buy anything it wants!

The reason? Unheard-of production over a long period! 'Way back in 1943 the *average* Iowa farm income was $7,672 followed by at least a 20% increase last year. With the whole world demanding foodstuffs, the figure's still going up—and up—and up!

Stratospheric earnings, however, haven't changed the radio tastes of rural Iowans. Jazz, jive and jitterbugging still aren't popular here. KMA's realization of that fact is the reason behind its unique programming. KMA devotes hours daily to serving *local* needs and wants. Listeners' approval is shown by their letters—more than twice as many as any other station in our area receives!

We'd like to tell you more of KMA's story. Or for information, call Free & Peters!

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

WCSC thinks CBS is tops in news...BUT!

Good as CBS news is...and we, too, think it's radio's "most adult news service"...we know we need even more than the best in network news to keep WCSC the number one civic and entertainment force in Charleston. We need locally planned, locally produced programs. Programs that reach the heart of Charleston.

We think we have them.

Programs like our ESSO REPORTER: Charlestonians and Coastal Carolinians for years have been turning to WCSC four times each day to hear the ESSO REPORTER ...five minutes of accurate, listenable headline news of the world, the nation, *the state, county, and Charleston!*

The ESSO REPORTER is more than excellent reporting, excellent presentations of the news. Ever since the first hospital ship came into Charleston harbor...they average about one a week now...the ESSO REPORTER has gone on the air with a special plea that no one use the long distance telephone so that the wounded men may call home. The telephone company credits these appeals with keeping the circuits free!

Things like this have made WCSC and the ESSO REPORTER a Coastal Carolina institution. Just another example of WCSC planned, produced, *successful* programs. They sell products, too. Just ask ESSO!

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

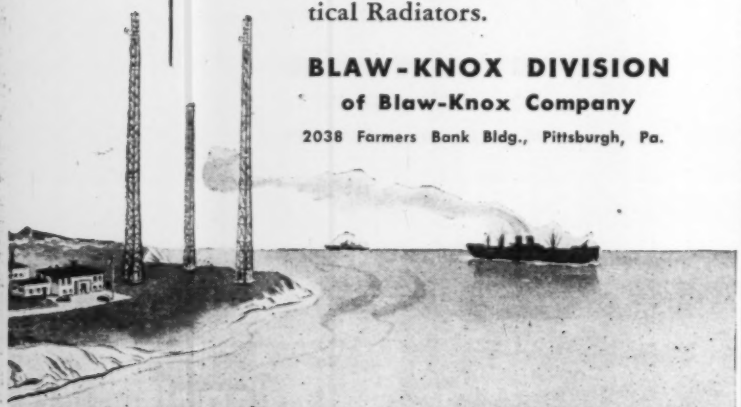
Represented Nationally by Free & Peters

BLAW-KNOX *puts through the Call!*

There are a hundred-and-one pieces of apparatus necessary to electronic operation but, finally the voice or picture goes out into space *via the antenna.*

Whether it's FM, Television or VHF you can be sure of getting the most out of your power and equipment by "Putting the Call Through" on Blaw-Knox Vertical Radiators.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Bldg., Pittsburgh, Pa.



BLAW-KNOX Vertical RADIATORS

TECHNICAL

CORBY STONE, from WXYZ Detroit, **ALLEN ANDERSON**, formerly with Detroit Mfg. Co., and **ALPHONSO FURGET**, released from the Army, are new technicians with WWJ Detroit. Mr. Furget operated 14 different stations on Saipan.

FRANK COLVERT, control engineer at WPTF Raleigh, N. C., is first of 30 employes in service to return to station.

KILBOURNE E. CULLEY, engineer of WEEI Boston, is now in radar division of Fleet Service School, Norfolk, Va.

DORCAS RUTHENBERG, onetime continuity writer for NBC New York, is now continuity and production specialist for WHAS Louisville.

RADIO division of Bendix Aviation Corp. has been awarded fourth Army-Navy E Award for war production achievement.

JAMES GODWIN, from KALE Portland, Ore., and **WILLIAM SIEBERT Jr.** are new technicians with KEX Portland.

MURDO MACKENZIE, following military leave of absence as civilian flying instructor at Polaris Air Academy, Lancaster, Cal., has returned to NBC Hollywood engineering staff.

ROBERT N. DEHART of CBS general engineering staff, has returned to New York headquarters with completion of 200,000 w international short-wave transmitter operated by the network for OWI at Delano, Cal.

ART FULTON, sound engineer of KHJ Hollywood, is father of a boy.

JOHN W. MATHEWS, former partner of Busby & Oury, CPA firm, has been elected treasurer of Majestic Radio & Television Corp., St. Charles, Ill.

CHARLES M. SHERWOOD, formerly in sales division of RCA, Bendix, and Joseph Strauss Co., has been named eastern district merchandiser of Stromberg-Carlson Co., Rochester.

RCA has developed a new method for fusing steel and glass in a permanent airtight seal for metal electron tubes to permit use of a staple metal instead of costly and scarce alloys.

JOHNNY KELLEY, former technician with WEEI Boston now in Navy submarine service, is the father of a boy.

BILLY ROOF, DEE BOWERS, and **McKINNIE HARTLEY** are new control operators with WCOS Columbia, S. C.

CLAUDE MARQUIS, daytime engineer with WFEA Manchester, N. H., is composer of "Furlough Waltz", new popular song published by Broadcast Music Inc.

International Control Of Radio Is Discussed

A VOLUME ENTITLED "The International Control of Radiocommunications" by John D. Tomlinson has been published by J. W. Edwards, Ann Arbor, Mich. at $2.50.

The book is based on a dissertation originally presented at the University of Geneva in Switzerland in 1938. It traces in 310 pages and 10 chapters, with an extensive bibliography, the historic developments in international regulation of radio transmissions.

The book emphasizes that international regulations are of two general types: Those concerning traffic and operations and technical regulations which are necessary because of the character of radio emissions. The latter type concerns Author Tomlinson in his study, which covers the period from 1903 to 1938.

NETWORK ACCOUNTS

Renewal Accounts

STERLING DRUG Inc., New York (Bayer Aspirin) renews on July 17 American Melody Hour for 52 weeks on 123 CBS stations, Tues. 7:30-8 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), Aug. 6 renews for 52 weeks Tena and Tim on 36 CBS stations, Mon. thru Fri. 2:45-3 p.m. Agency: Grant Adv., Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City, for Super Suds, has renewed Blondie on the full CBS network for 52 weeks starting July 8. Program, heard Sunday 8-8:30 p.m., is handled by William Esty & Co., New York.

BRISTOL MYERS Co. of Canada, Montreal (Vitalis, Sal Hepatica), on July 3 renews Alan Young's Show on 24 CBC Dominion network stations Tues. 8:30-9 p.m. Agency: Ronalds Adv., Montreal.

WM. WRIGLEY Jr. Co., Toronto, Aug. 7 renews for 52 weeks Treasure Trail on 10 CBC Dominion network stations Tues. 10:30-11 p.m. Agency: Jack Murray Ltd., Toronto.

BORDEN Co., Toronto (milk, ice cream), on Oct. 4 renews Canadian Calvalcade on 34 CBC Dominion network stations Thurs. 9:30-10 p.m. Agency: Young & Rubicam, Toronto.

PROCTER & GAMBLE Co., Toronto, July 2 renewed on 27 CBC Trans-Canada stations, Road of Life (Ivory Bar, Oxydol) Mon. thru Fri. 11-11:15 a.m.; Right to Happiness (Ivory Bar) on 17 CBC Trans-Canada stations, Mon. thru Fri. 3-3:15 p.m., Benton & Bowles, N. Y.; Woman of America (Ivory Snow) on 27 CBC Trans-Canada stations, Mon. thru Fri. 3-3:15 p.m., Benton & Bowles, N. Y.; Ma Perkins (Oxydol) on 27 CBC Trans-Canada stations, Mon. thru Fri. 3:15-3:30 p.m., Dancer-Fitzgerald-Sample, N. Y.; Pepper Young's Family (Camay, Chipso) on 27 CBC Trans-Canada stations, Mon. thru Fri., 3:30-3:45 p.m., Pedlar & Ryan, N. Y.

GENERAL FOODS Co., New York (Postum), on Oct. 5 renews Aldrich Family for 52 weeks on 125 CBS stations. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), effective July 2 renewed Right to Happiness, Mon. 10:30-10:45 a.m. on 137 NBC stations. Agency: Compton Adv., N. Y.

TUCKETT Ltd., Hamilton, Ont. (cigarettes), on Sept. 12 renews Curtain Time on 30 CBC Dominion network stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.

STERLING DRUG Inc., Windsor, Ont. (Bayer Aspirin), on July 15 renews Album of Familiar Music on 29 CBC Trans-Canada stations, Sun. 9:30-10 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

Net Changes

SOCONY-VACUUM OIL Co. of Canada, Toronto (Mobiloil), on July 2 replaced Information Please with Rise Stevens' Show on 26 CBC Dominion network stations Mon. 9:30-10 p.m. Agency: Cockfield Brown & Co., Toronto.

WANDER Co., Chicago (Ovaltine), Sept 24 shifts Captain Midnight from American-Blue Mon. thru Fri. 5:45-6 p.m. (CWT) to Mutual, Mon. thru Fri. 5:30-5:45 p.m. (CWT). Agency: Hill Blackett & Co., Chicago.

MILES LABS., Elkhart, Ind. (vitamins), on July 5 shifts Lum 'n' Abner on Blue stations from Mon. thru Thurs. 8:15-8:30 p.m. (West Coast repeat 8:15-8:30 PWT) to Mon. thru Thurs. 8-8:15 p.m. (West Coast repeat 8-8:15 p.m. PWT). Agency: Wade Adv., Chicago.

TOP SONG hit of the year from July 1, 1944, to July 1, 1945, according to audience coverage, Index Reports, was "Don't Fence Me In", which reached a total radio audience of more than 700 million listening homes. ACI song hit survey pointed out that no "war" songs were listed in the year's top 10.

No Brass Hats Here - - JUST BRASS TACKS!

GATES RADIO CO.

OURS is a moderate-sized, compact organization in which everyone from the chief executives to the kid who runs the blue print machine is dedicated to just one purpose. That purpose—to design and build efficient, dependable Radio Transmitting Equipment—our exclusive specialty.

We have been at it successfully since 1922—long enough to gain genuine, practical know-how in every phase of the business. That experience, plus engineering ability and precision workmanship, add up to the kind of Equipment which appeals to Engineers and Station Managers alike.

Let us tell you more about GATES Transmitting Equipment—and about the GATES Priority System for Prompt Post-War Delivery! Write today!

GATES RADIO CO. • QUINCY, ILLINOIS

GATES ONE KILOWATT BROADCAST TRANSMITTER

This new Transmitter, utilizing many wartime developments, will meet the exacting demands of peacetime broadcasting. Its proven dependability—plus its modern, streamlined appearance—fit it perfectly into tomorrow's Radio Station. Accurately engineered, with all parts conveniently accessible. The pressure-type cabinet keeps out dust and helps assure cool operation. High fidelity performance.

Detailed bulletin on the GATES 1 KW Transmitter will soon be available.

PROGRESS REPORT

Wartime limitations prohibit the sale of new broadcasting equipment without priority. Hence the above equipment is presented only to familiarize you with another new GATES development.

GATES RADIO CO. QUINCY, ILLINOIS

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

PROMOTION

FRED A. BOSIN, formerly with Colgate-Palmolive-Peet Co., has been appointed research and promotion manager of WNBF Binghamton, N. Y.

BUELAH STRAWWAY, formerly with radio promotion and publicity department of J. Walter Thompson Co., New York, has been appointed merchandising manager of WJZ New York, succeeding **HOWARD ST. JOHN** who has been assigned to American net sales department in charge of program sales, promotion and development. Miss Strawway, prior to her association with J. Walter Thompson Co., was director of merchandising and research of WLW Cincinnati for five years.

Miss Strawway

MARY ELLEN RYAN, traffic manager of KHJ Hollywood and Don Lee Broadcasting System, has been named assistant to **HARRIETT CROUSE,** recently appointed network director of publicity and promotion. She succeeds **SHIRLEY HORTON,** resigned. **JUDY SMITH,** formerly with KHJ sales department, has been added to Don Lee publicity and promotion staff, replacing **DOROTHY ROCHELEAU,** resigned.

LOUISE LIVINGSTON, member of public relations department of Evansville on the Air Inc. (WGBF WEOA W45V), has been married to Pfc. Robert Hartsel Chapman Jr., Fifth Service Command radio operator.

LT. JERRY DANZIG, USNR, former publicity director of WOR New York, is in New York on 30-day leave after serving 26 months overseas. Lt. Danzig was radio officer on Admiral King's staff, handling Navy radio in the United Kingdom and on the continent.

RAYMOND H. RHODES, district board executive of OPA for 24 Northern California counties and district information executive, has been appointed to promotion department of McClatchy Broadcasting Co. and Newspapers, Sacramento.

CARL OSWALD, formerly with press department of American network, has joined Mutual publicity and press department as special field representative for Coca Cola account.

THOMAS PROUST, with NBC guest relations and traffic departments before entering the Army Air Corps in 1941, has rejoined the network as tour promotions assistant. Holder of the DFC and the Air Medal with eight Oak Leaf Clusters, Mr. Proust was discharged June 6 with the rank of captain.

Data Handbook

TIMEBUYERS HANDBOOK of radio and market facts, including complete data on four major networks servicing the Pacific Coast market, has been issued by Don Lee Broadcasting System, Hollywood. The 16-page booklet covers rates, discounts, station call letters, frequencies, with network and station personnel. Besides sections on market as whole, by counties, urban vs. rural markets, handbook lists station representatives. Explanation on Don Lee letter-head, signed by Sidney Gaynor, general sales manager, is attached.

Promotion Contest

WAR BONDS and merchandising awards are prizes in local promotion contest for American Broadcasting Co. stations in California carrying "Hawthorne House". Arrangements were completed by network's promotion and publicity departments in cooperation with Garfield & Guild Adv., San Francisco. Guittard Chocolate Co., San Francisco, sponsors weekly half-hour series.

Juke Box Posters

PLACARDS promoting the Guy Lombardo show heard over WROK Rockford, Ill., are being placed by the station on juke boxes in the area through tie-up with local music machine distributor. Program sponsor is also mentioned.

Celebration

PAIR of guest tickets to Fourth of July celebration directed at the Greensboro, N. C., fairgrounds by WBIG accompany broadsides publicizing event which featured "Old Fiddler's & Hillbilly Band Contest". Out of town guests also were invited to visit station.

WTAG Comparison

COMPARISON of local ratings to national ratings for first 15 network programs is given in promotion folder issued by WTAG Worcester, Mass. By Hooper ratings WTAG also claims 28 of 30 top evening network shows.

Industrial Brochure

BROCHURE, "RCA Sound Systems", showing varied uses of electronic sound systems in industry, institutions and commercial organizations, has been issued by RCA Victor Division.

Commentator Promotion

PROMOTION piece describing Frazier Hunt as "a great name, a great commentator and a great radio program" has been published by Mutual to sell the commentator to local advertisers.

Program Booklet Report

WQXR New York has issued a circulation report on its monthly program booklet which now has a circulation of 24,208 copies monthly within 100 mile area of New York.

UNCIO Folder

FACTS and figures on San Francisco Conference and ". . . how western listeners tuned their radios to the historic opening ceremonies", are presented in single-fold NBC western division brochure.

WWL Comb

A COMB attached to a card has been sent out by WWL New Orleans to convey the idea that WWL "combs the deep South making sales for its advertisers".

Swap Booklet

AT LISTENERS request, KIRO Seattle has issued an eight-page booklet of want ads in connection with "Swap 'n Shop" program.

Sports Folder

TWO color folder has been distributed by KOMA Oklahoma City on station's sports programming and coverage.

AMERICAN Forces Network, through its emphasis on jazz music and musicians in France, has done more than any other medium to increase interest and respect for native French jazz experts, according to an editorial in the latest monthly bulletin of the Hot Club de France. Editorial praises GI network for recognizing the worth of French musicians and using their music on AFN broadcasts.

LOOK AT THIS LISTENING INDEX

	KTOK	STATION A	STATION B	STATION C
MORNING INDEX Monday Thru Friday 8:00 A.M.–12:00 Noon	44.9	30.5	12.3	12.0
AFTERNOON INDEX Monday Thru Friday 12:00 Noon–6:00 P.M.	17.7	53.9	10.5	15.5
EVENING INDEX Sunday Thru Saturday 6:00 P.M.–10:00 P.M.	18.0	48.1	20.2	13.6
SUNDAY AFTERNOON 12:00 Noon–6:00 P.M.	31.6	37.7	16.5	13.4
SATURDAY DAYTIME 8:00 A.M.–6:00 P.M.	21.8	29.8	21.8	23.0

YOU BET . . . THEY LISTEN TO KTOK Just consult your "Listening Index" and see for yourself where KTOK stands. KTOK appeals to a *concentrated audience* of 895,801 people (44% of Oklahoma's population). Over 876 million dollars are represented in this effective buying power. KTOK says "good morning" to more people in Oklahoma City than any other radio station.

AFFILIATED WITH TAYLOR HOWE-SNOWDEN Radio Sales

AMERICAN BROADCASTING CO., INC., AFFILIATE
KEY STATION OF OKLAHOMA NETWORK
THE MOST PROGRESSIVE STATION IN EXPANDING OKLAHOMA • 1400 ON YOUR DIAL

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

"Keeping Connecticut Green"

RAYMOND KIENHOLZ
STATE FORESTER
STATE FOREST FIRE WARDEN
OFFICE:
165 CAPITOL AVENUE
P. O. DRAWER 1958

STATE OF CONNECTICUT
STATE PARK AND FOREST COMMISSION
KEEP CONNECTICUT GREEN

HARTFORD

May 29, 1945

Mr. P. W. Morency,
General Manager,
Station W. T. I. C.,
Hartford, Connecticut

Dear Sir:-

At a recent meeting of the State Foresters of the 14 Northeastern States, the statement was made by a representative of the United States Forest Service that Connecticut had more and better coverage through radio broadcast of the daily forest fire weather conditions than any other State in that area. I am passing this on to you, since it was largely due to the fine cooperation of W. T. I. C. that such a record was made possible. We are very grateful to you for this help.

Our forest fire organization, over 700 wardens, patrolmen, rangers and tower observers scattered over the State, depend on the forest fire weather forecasts broadcast daily by W. T. I. C. The wardens listen to these broadcasts and issue permits for fires only when the forecast indicates the fire hazard is low.

A very definite result of these broadcasts has been a marked decrease in the number of fires without permits this spring compared to the spring of 1944. This education of the public will pay dividends in the long run in "Keeping Connecticut Green".

Very truly yours,
Raymond Kienholz
State Forest Fire Warden

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

Phrase-Turner

CHAIRMAN PAUL A. PORTER, FCC, will have competition as a phrase-turner if Bill Wills, ex-Vermont Governor, is confirmed to the Commission. Wills specimen: "Government is a service, with nothing to sell but service." "I won't tear down where I can't build stronger." ". . . suffocating network of government paternalism."

WKY'S WAR LOAN DRIVE SUCCESSFUL

"MR. MONTAGUE'S tour has been more successful than my wildest dreams," wrote George H. C. Green, western Oklahoma regional executive director for the Oklahoma War Finance Committee, to Edgar T. Bell, WKY Radiophone Co. secretary-treasurer, and Gayle Grubb, manager of WKY Oklahoma City. He referred to a War Bond tour of 25 western Oklahoma counties sponsored by WKY and made by Sydney R. Montague, lecturer and author on the Arctic.

"His tour was the greatest single bond promotion we've had to date and we've had some good ones," Mr. Green said.

HANDLING of wire copy is explained to "interne" Elmer F. Beth (l), U. of Kansas, by Erle Smith, KMBC Kansas City news editor.

CKPG Starts

CKPG goes on the air at Prince George, B. C., as soon as equipment is available. License has been issued to F. H. Elphicke, manager CKWX Vancouver, and C. Elphicke, commercial manager CKOV Kelowna, and formerly of CFGP Grande Praire, Alta. C. Elphicke will manage CKPG. Station will operate on 1230 kc, 250 w.

AFN Station at Reims

ADDING to the powerful stations the American Forces Network has put into operation for the troops in Europe [BROADCASTING, June 18], the AFN has opened another at Reims. The transmitter operates on 2,000 w at 1231 kc. Program director is S/Sgt. Verner Paulsen, who was program director of AFN London.

Radio Instructors Work as 'Internes'

Station Newsrooms Help Train Many College Journalists

A NATIONWIDE training program in radio news techniques for college radio journalism instructors is being conducted under the auspices of the Council on Radio Journalism, an organization created in January by joint action of the NAB Radio News Committee and the American Assn. of Schools & Depts. of Journalism.

Seven teachers thus far have been selected from applicants from schools throughout the country. They started their "interneship" at the beginning of the summer at various stations, each of which takes only one interne and personally provides an all-expenses-paid scholarship.

Work in Newsrooms

The three month interneships are intended to equip the instructors with working background for their classroom courses which in turn will provide properly trained radio newsmen. Their studies at top-flight stations include practical experience at every job in a newsroom. The instructor-students actually do the work themselves instead of merely watching or accompanying the station personnel. Details of the plan are handled by the Council committee on teachers training and interneship, and stations.

Those now participating are Everett W. Withers, Washington & Lee U., WTIC Hartford; Archie R. Harney, U. of Idaho, KFI Los Angeles; Frank E. Schooley, U. of Illinois, WSYR Syracuse; Fred M. Parris, Kansas State College, WFAA Dallas; Robert L. Mossholder, U. of Omaha, WOW Omaha; Olaf J. Bue, Montana State U., KVOO Tulsa; Elmer F. Beth, U. of Kansas; KMBC Kansas City.

In addition WGAR Cleveland and KOIN Portland will take on internes shortly. WMBD Peoria, WSB Atlanta and WGY Schenectady also have set funds aside for interneships.

WE'VE SOLD THESE SEED FER 18 YEARS!

Local radio advertisers certainly know what's what! That's why we're proud that Fargo's Interstate Seed & Grain Co. has been a steady, 312-time-per-year advertiser on WDAY—for *eighteen years.*

A radio station is known by the *advertisers it keeps.* WDAY keeps 'em!

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

RICHMOND LOCATED MIDWAY BETWEEN THE NORTH AND SOUTH

Had Bank Clearings for May 1945—$342,438,000. An Increase of 9% over May 1944.

In this Major Market

USE WMBG

NBC IN RICHMOND, VA.

5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

ANOTHER PACKAGE DEAL

Here's your opportunity to get radio's hottest trio doing 78 of the most popular tunes—many with the sensational Ida James as vocalist. There are eight sixteen-inch, 33 1/3 rpm, double-faced transcriptions in this album. You can NOW get these discs at $75.00 for the whole group.

Personal Management
CARLOS GASTEL

LEADING TUNES—*Including*—

IS YOU IS? OR IS YOU AIN'T MY BABY • BESAME MUCHO
KNOCK ME A KISS • SHOO SHOO BABY • SPEAK LOW
THIS'LL MAKE YOU LAUGH • SOLID POTATO SALAD
I REALIZE NOW

$75.00 FOR COMPLETE ALBUM

C. P. MacGregor

729 SOUTH WESTERN AVENUE • HOLLYWOOD 5, CALIFORNIA

Miller Discharged

CAPT. HOWARD IRVING MILLER, supply officer, office of Radio Production Headquarters, Army Air Forces, Washington, has received his discharge on points earned in the Mediterranean theater. He left CBS New York network operations department in 1942 to become an aviation cadet, and served with the 15th Air Force in North Africa and Italy. After flying 50 combat missions, he received the Air Medal with four Oak Leaf Clusters and the Presidential Unit Citation with one Oak Leaf Cluster. Capt. Miller's plans are not decided, though he may return to Columbia later.

Guestitorial

OUR RETURNING LISTENERS

By IRA McKISSICK ROGERS Jr.
Ensign, USNR

STARTING now, there will be an increase of millions in the total radio audience as the war with Japan progresses to a victorious conclusion and our servicemen are returned to civilian life.

The industry must not overlook this increased listenership. Considered in the aggregate it is a not inconsiderable increase, but if we assume that many of the returning servicemen will rapidly become community leaders, the percentage may be magnified. At least, it is fair to state that, considered as a class, ex-servicemen will be the largest and most important minority in the history of the United States.

The broadcaster must consider methods of restoring this large group to their regular habits of radio listening. Network listening will not perhaps be largely affected, for most of the men overseas have been able, at least occasionally, to hear the more popular network programs. They have, however, been almost totally isolated from their local radio stations and there is little reason to believe their tastes have not been changed appreciably.

They may like a different kind of music, they will probably be nauseated by the average current "war hero" dramatic effort. It is my personal gamble that the ex-serviceman will be a sucker for sentiment. These are the things the program and production men of the nation should make every effort to ascertain, for the fighting American has every right to expect an industry scrupulously interested in catering to his preferences, and cautious to avoid offense.

As a reward for his pains, the broadcaster will reap a larger, more responsive audience. A soldier or sailor, and this applies to all, regardless of rank, who has been on the receiving end of orders, 99.9% verbal, daily, for years, has certainly developed a conditioning to command. He has been taught to carry out orders without discussion or dispute. When the commanding voice of his favorite announcer tells him to try BLOW-MORE CIGARS, his first reaction will be to comply.

Ductile Audience

This readiness, through habit, to do what he is urged to do will make of these millions the most ductile radio audience the industry has ever seen. To carry the idea further, it may be pointed out that the general daily use of walkie-talkies, sound-powered phones and other communications equipment for the passing of commands more closely simulates the broadcaster-listener condition than any other in normal life.

Recognition of this fact should encourage broadcasters to give thought to a closer scrutiny of their copy and the products advertised, as the more willing these solid gold Americans are to take the announcer's word for it, the more serious becomes the responsibility of the industry.

Nothing I have written is intended to convey the notion that returning servicemen will be gullible. Far from it, brother! But, they will be willing to try new and unfamiliar products properly and honestly represented on the air and they will be psychologically conditioned for exploitation.

Boston Council

IN ELECTIONS of the Radio Council of Greater Boston, Mrs. Benjamin F. Kraus was named president. She is regional director of the NAB and chairman of the George Foster Peabody Awards for the area.

DO THIS YEAR'S BRIDES
Know your product
AS WELL AS THEIR MOTHERS DID?
The prosperous Dayton and Miami Valley market has thousands of young homemakers ready for your sales message. You can reach them with news about your products and services through their favorite local station . . . WHIO.
Remember, peacetime products of Dayton's diversified industries will make this area an important post-war market. WHIO also offers coverage of a $100 Million farm market . . . your market, if you build solidly and consistently with WHIO.
NEWS:
UP, INS, PA,
Plus CBS' Best
WHIO
BASIC CBS
5000 WATTS
1290 ON THE DIAL
G. P. Hollingbery Co., Representatives
Harry E. Cummings, Southeastern Representative

REL

PIONEER MANUFACTURER OF FM BROADCASTING LEADS AGAIN!!

REL announces it is prepared to furnish to the FM broadcast stations now on the air, power converting devices applicable to transmitters of any manufacture, which will furnish one or three kilowatts output power at any frequency in the new band (88-106 megacycles). This device enables the station to transmit simultaneously, in addition to its old frequency, the new frequency during the important interim period of operation.

This device requires no additional monitoring of the audio program as one monitor controlling point takes care of both frequencies.

This device furnishes you with a relatively inexpensive method of operation during the transition period.

Consult us immediately for prompt delivery of your order, pending lifting of present restrictions.

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

OWI PACKET, WEEK JULY 30

Check the list below to find the war message announcements you will broadcast during the week beginning July 30. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for these war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Home Canning	X	--	--	--	--	--	--
Hold Prices Down	--	--	X	--	X	--	--
Cadet Nurses	X	--	--	--	--	--	--
Paper Salvage	X	--	--	--	--	--	--
Crop Corps	--	X	X	X	X	--	--
Prepare for Winter	--	X	X	X	X	--	--
Car Conservation	--	--	--	--	--	X	--
Careless Talk	--	--	--	--	--	--	X

See OWI Schedule of War Message 171 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

Elementary, My Dear Watson!

If you make any product for the average American family there's no better place to test it than in the *home* of the "Average American Family."*

If radio is part of your program, there's no better place to test your appeal than the station that's listened to *most* in the home of the "Average American Family."

Have you seen our "Hooper" lately? It would make us mighty happy to send you a copy.

1000 WATTS — 960 KC
COLUMBIA NETWORK

PAUL H. RAYMER CO.
National Representatives

WSBT
SOUTH BEND

*BASED on official government statistics, the "Average American Family" lives in Marshall County, Indiana — in the WSBT primary service area. Marshall and St. Joseph counties present the perfect cross section of the nation and its agricultural-industrial structure. They are but two of the 27 counties served by WSBT.

Mid-Commercials

(*Continued from page 22*)

ber of the family used the products whose advertising was recalled, 120 of these interviewed, or 48% of the total, reported no use of the advertised product in the family.

Most people, if we may judge by the results of this study, prefer news and commentary, since 53% expressed such a preference. On the other hand 39% preferred straight news and the remaining 8% were indifferent.

Several interesting implications are to be found in the tally of "frequency of products recalled." (The number following each product is the number of times it was correctly recalled; programs were current at the time survey was made.) Fitch Shampoo, 37; Chase & Sanborn, 35; Lucky Strike, 28; Pure-Oil, 24; Pabst Beer, 20; Atlas Prager Beer, 14; Chesterfields, 12; General Electric, 11; Postum, 11; Campbell Soup, 10; Alka-Seltzer, 9; Philco, 9; Cities Service, 8; Kraft Cheese, 8; Anacin, 7; Wheaties, 7; Cheerie-Oats, 7; 6 each for American Family Soap, Ironized Yeast, Ralston, Sanka Coffee, War Bonds; 5 each for Butternut Bread, Kellogg's Pep, Meister Brau, Rinso, Rogers Bros. Silverware; 4 each for Gruen Watch, Old English Wax, Ovaltine, Philip Morris, Teel; 3 each for Chicago Motor Club, Groves Cold Tablets, Lava Soap, Leaf Gum, Listerine, Parker Pens, Quaker Oats, Rameses, Royal Desserts, Salerno, Sinclair, Woodbury, Wurlitzer; 2 each for Blue Coal, Clark Candy, Dentine Gum, Dr. Lyon's Tooth Powder, Firestone, Fleishman's Yeast, Ford Motor Car, General Motors, Helbros Watches, Jello, MacLaughlin Coffee, Manor House Coffee, Marvels, Pet Milk, Serutan, Studebaker, Super Suds, Weatherbird Shoes, Wrigley Gum; 1 each for Beeman Gum, Berghoff Beer, Bayer Aspirin, Brach Candy, Bromo Seltzer, DuPont, Four Way Cold Tablets, Fox deLuxe Beer, Goldenrod Ice Cream, International Sterling, Jay's Potato Chips, Kolynos, Libby's Foods, Lifebuoy, Liberty Magazine, Maxwell House Coffee, Noxema, Nutrex, One-A-Day Vitamins, Phillies Cigars, Roma Wines, Sparkies, Squibb, Totsie V-M, Union Pacific Railroad, Walgreen Vitamins, Western Milk.

Used by Some

Products recalled which were used by some member of the family were reported with the following frequency: Lucky Strike, 11; Chase & Sanborn, 9; Pure-Oil, 7; Fitch Shampoo, 4; Alka Seltzer, 3; Philip Morris, 3; Postum, 3; Royal Desserts, 3; 2 each for American Family Soap, Anacin, Atlas Prager, Bayer Aspirin, Campbell's

(*Continued on page 68*)

Don't Telephone

BROADCASTERS are being asked by the Radio Branch, War Dept. Bureau of Public Relations to cooperate with the Office of the Chief of Transportation in reducing the number of telephone calls to ports of embarkation coincident with the arrival of troops. The Army requests that each radio news story concerning the arrival of troops at any port include advice to the public not to telephone the port, and not to go to the piers or staging areas. After announcement of the Queen Mary's arrival over 3000 calls were received at the New York port.

ONE MAN IS A POOR AUDIENCE

Sentenced to jail, Paganini, great violinist, played to his jailer —a poor audience for such talent.

Be sure your program has a worthy audience! Use:

WCBM
Baltimore's Listening Habit

John Elmer, President — George H. Roeder, General Manager
FREE & PETERS, INC.
Exclusive National Representatives

WLW
700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

SURE . . . your customer can HEAR her radio . . .

BUT. . . . does she LISTEN?

She can't help giving her full, two-eared attention to WSAI's new, completely revamped afternoon schedule. WSAI's week-day matinee commands listeners, not half-hearers.

That's why the availabilities created by recent program shuffling mean business . . . for you.

for details, call Paul H. Raymer Company, Inc. or

WSAI

A Marshall Field Station

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING COMPANY

LINGO
RADIATORS
are
back!
Now Available
Without
Priority!
PROMPT DELIVERY
on radiators manufactured from materials on hand
Because of the limited amount of materials available, orders will be filled on a first-come, first-served basis, and production will have to be concentrated on radiators not exceeding 250 ft. in height. If you are not ready to have the radiator installed at this time, we can arrange to manufacture and deliver it to you with your option to have it installed and erected by us when you are ready. We urge you to act immediately and thus be assured of having your Lingo radiator when you want it.
Act Now—Wire or Phone Today
Please include in your inquiries the radiator height required and approximate site, so that complete quotation can be made immediately covering the radiator itself and its subsequent erection when so desired.
JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, NEW JERSEY
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS

Mid-Commercials

(*Continued from page 66*)

Soup, Chesterfields, Groves Cold Tablets, Kellogg's Products, Kraft Cheese, Pabst Beer, Philco Radio, Ralston, Rinso, Wheaties, and Woodbury Soap; 1 each for Berghoff Beer, Brach's Candy, Bromo Seltzer, Cheerie Oats, Cities Service, Dentine Gum, Gruen Watch, Jay's Potato Chips, Jello, Leaf Gum, Lifebuoy, Lipton's Tea, Listerine, MacLaughlin Coffee, Manor House Coffee, Maxwell House Coffee, Noxema, Old English Wax, Ovaltine, Parker Pen, Phillies Cigars, Post Toasties, Quaker Oats, Rit, Rogers Bros. Silverware, Salerno, Sinclair, Sparkies, Super Suds, War Bonds, and Wrigley Gum.

Not All Correct

Not all of the products advertised on the radio during the time covered by this study were correctly recalled even though 27 of the 40 interviewers had no mistakes to report. Two persons thought they had heard Listerine advertised, but they hadn't; and one each made a mistake on the following products: Anacin, Atlas Prager, Chase & Sanborn, Chesterfields, Fitch Shampoo, Ford Motor Cars, General Motors, Jello, La Palina, Lucky Strike, Old English Wax, Pabst Beer, Philip Morris, Post Toasties, Pure-Oil, Snyder Foods, Swing Candy, and U. S. Rubber Co.

Eighteen interviewers found no one who felt that any of the advertising heard on the radio from 5 p.m. to 7:30 p.m. was distasteful. Four objected to the commercials of Fitch Shampoo; 4 disliked the way in which Lucky Strikes were advertised; 4 were constitutionally opposed to all commercials that are sung; 2 did not like the Pabst Blue Ribbon Beer advertisements; and 1 each objected to "spot" commercials, *commercials in the middle of the programs*, insurance advertising that says "one out of every 10 persons will be in the hospital next year," laxative ads, all liquor and beer ads, and commercials for American Family Soap, Anacin, Atlas Prager, Butternut Bread, Edelweiss Beer, Fox deLuxe Beer, Old English Wax, Philco, Ponds, Salerno Butter Cookies, and Snyder Foods.

H. V. Kaltenborn is the favorite commentator of 20.3% of the adults interviewed in this study; Gabriel Heatter, 12.1%; Clifton Utley, 7.9%; Walter Winchell, 6.4%; Raymond Swing, 5.7%; Upton Close, 4.0%; Drew Pearson, 3.2%; John W. Vandercook, 2.1%; 1.7% for Cecil Brown, Fulton Lewis jr., Robert St. John, and William Shirer; 1.4% each for Elmer Davis, Robert F. Hurleigh, and Hub Jackson; 1.0% each for Moulton Kelsey and Cleve Kirby; 0.7% each for Morgan Beatty, Preston Bradley, Alex Drier, Maj. George Fielding Eliot; Cedric Foster, Paul Gibson, Holbrook, Arthur Merle, and Leland Stowe; and 0.3% each for Boake Carter, Milton Crosse, John Harrington, A. Linkletter, Mowrer, George Stone, and Lowell Thomas; and 16.0% were non-committal.

It will be seen from this list that a number of persons who are not commentators were considered to be in that category by the persons interviewed.

'A Batty Yank'

CHARLES SHAW, CBS war correspondent, now home on a vacation, tells how he scored a beat on the news of Denmark's surrender last May. "I just sat down at a mike in Copenhagen and started yelling, 'This is Charles Shaw in Copenhagen calling CBS in New York—calling BBC in London—calling Luxembourg—calling any radio station anywhere in the world. I'm starting to broadcast 12 minutes after six. Will anyone who hears this please inform CBS in New York or BBC in London.'" Back in England, somebody heard Shaw's appeal and called BBC saying, "A batty Yank is screaming his head off for you chaps at Copenhagen." BBC picked up the broadcast and relayed it to New York.

Folks
Turn First to—
WWL
NEW ORLEANS
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

WTAR
WTAR dominates the NORFOLK Metropolitan Market
Nation's No. 1 TEST MARKET
More listeners than all other stations combined with listening to outside stations practically nil
NBC NETWORK
5,000 WATTS
DAY AND NIGHT
Nat'l Representatives:
EDW. PETRY & CO.
NORFOLK VIRGINIA

THE KIND OF "FIRST" THAT REALLY COUNTS

A SAILOR, HOME FROM THE SEA, WRITES—

I have been on overseas duty the past four years. Back home on a visit, one of the most important "firsts" was to tune in the radio and hear the announcer say, "WDAF, The Star—." All the past enjoyment I've had, via your station, has been one of those pleasant memories carried with me out to sea.

WDAF

KANSAS CITY

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

Saturday is a Real Buy
ON CINCINNATI'S
WCPO

C. E. HOOPER - April, May - 1945
8 a. m. to 6 p. m., SATURDAYS

WCPO	33.9%
Station 'B'	23.8%
Station 'C'	18.6%
Station 'D'	12.4%
Station 'E'	10.7%

WCPO's schedule is pretty crowded during the week—but—we have good Saturday availabilities. Cash in on our high Saturday Hooper ratings. See our Branham representative for availabilities.

C. E. HOOPER TOTAL* TIME PERIODS

WCPO	15.5%
Station 'B'	38.5%
Station 'C'	17.9%
Station 'D'	14.4%
Station 'E'	13.5%

*Every rated hour given equal weight. For this reason, the total index is NOT an arithmetic average of the day-part indexes.

Represented by The BRANHAM CO.

AFFILIATED WITH THE CINCINNATI POST

WCPO
CINCINNATI'S NEWS STATION

Marine Coverage Planned by Hays

CAPT. LOYAL B. HAYS, USMCR, field coordinator for the radio section, Marine Corps Public Relations, has returned to Washington from the Pacific to confer with Public Relations men on radio coverage of future Marine Corps operations.

Before entering the service, Capt. Hays was studio manager of KSRO Sacramento. His radio work with the Marines has included writing and directing the *Halls of Montezuma* program and recording the Saipan invasion. Sgt. Keene Hepburn, now headquarters technician, processing all Marine Corps Battle Broadcasts, was his technician at Saipan [BROADCASTING, July 10, 1944].

Recent battle broadcasts — Marine Corps term for combat recordings—widely circulated on local stations and networks include *Wounded in Action* [BROADCASTING, June 11], with descriptions by Sgt. Roger Roberts, of KSL Oakland, Cal.

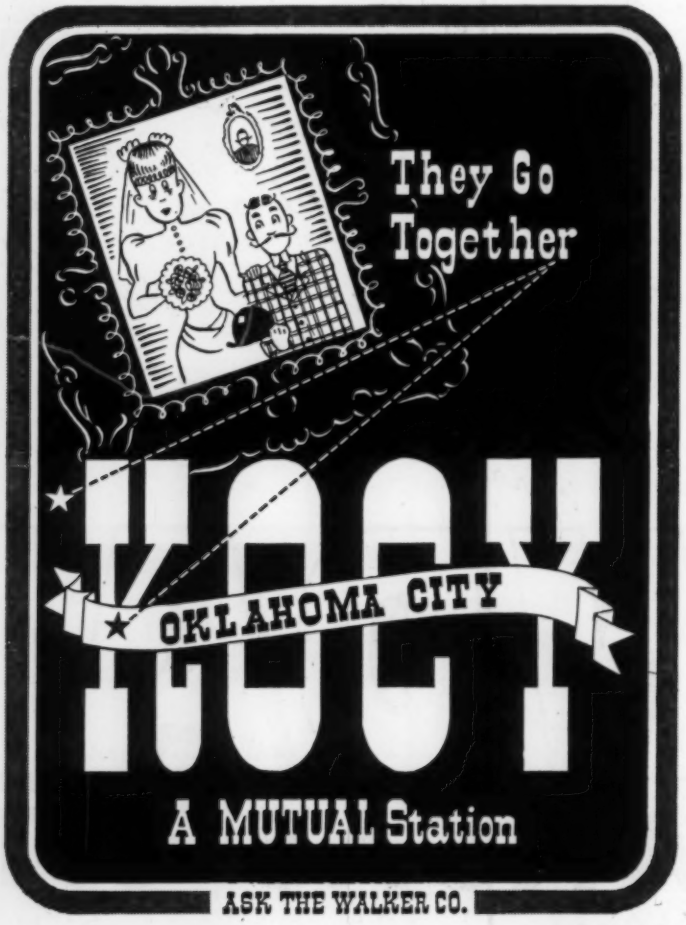
Sgt. Eddie Prendergast, with the 6th Marine Division on Okinawa, did a battle broadcast describing the assault on Shuri Castle heard on *Headline Edition*, CBS. Latest is one by Sgt. David Wilburn, formerly with WLS Chicago, WMBD Peoria, and KYSM Mankato, Minn. A member of the First Marine Air Wing, he flew as rear gunner on a dive bombing attack on Davao, taking his recorder along, broadcasting over target.

ACTIVITIES at summer radio workshops have been progressing rapidly in past weeks. At top, are speakers at the third meeting of the Cincinnati Radio Council held in the studios of WCKY. They are (l to r) Byron Taggart, WKRC; Glenn Clark Miller, WCPO; Edna Fee, WSAI; Barbara Ramsell, WLW; Kit Fox, WLW; Osborne P. Stearns, WCKY. In bottom photo, speaking to students of fourth annual NBC Northwestern U. Summer Radio Institute at opening banquet in Chicago are (l to r) Judith Waller, pub. serv. dir. of NBC central div. and Institute co-dir.; John F. Royal, NBC v-p in charge of television and guest speaker; Armand Hunter, radio dept. chairman, School of Speech, N. U. and Institute dir.; Harry C. Kopf, v-p and gen. mgr., NBC Central Div.

Presentation of Charter Given Special Coverage

ALTHOUGH the White House banned direct broadcasts and pictures last Monday when President Truman presented the United Nations Charter to Congress, three major networks and a local outlet did special newscasts immediately following the presentation from the Senate Radio Gallery's new broadcast booths.

At 1 p.m. Baukhage and David Wills did a commentary for American, while William Hillman originated one for Mutual and Dick McNamara broadcast on WINX Washington. Morgan Beatty, NBC commentator, did a show at 1:45 p.m. Work on new gallery studios is not completed, although booths have been installed for each of the major networks and one is available for independent stations.



They Like Our Style

We say, with apologies to none, that we sincerely believe WAIR to be one of the best sales-producing stations in the entire south. There is an intensity of popularity in the large area we cover.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

Seein' SPOTS before your eyes..?

In a tight spot because radio spots are so tight?
And the network shows are sold solid?
Mr. — we can get you out of *that* dilemma!
You'll see eye to eye with us on this solution.
Because the people know a good thing when they *see* one.
The show of shows today is motion pictures.
Yes, motion picture advertising is the soundest answer to your promotion problem right now! Just think, you can buy up to 11,000 theaters.
That's tops for licking the scarcity of space that currently exists in other media.
It all happens in one minute — but it opens the door to more new business than you ever dreamed of seeing in one spot.
For there's nothing quite like this unique medium to reach *all* the audience and deliver *all* your sales message. These one minute films dominate the area you wish to cover because they are shown in neighborhood theaters to folks in their very own community.
So how can you miss with such an unusually powerful advertising program?
Movies are so easy to see, so easy to hear. Always with human appeal, these films soften people's hearts, open their purses. No other medium brings the story you have to tell closer home.
No other medium *sells* like moving pictures!
You'd expect an advertising effort of this calibre to be expensive! Not on your life! Actually it costs less than ordinary advertising.
Motion Picture Advertising Service and United Film Service handle all production, distribution and billing.
Get full facts NOW — they'll pay you big dividends!

United Film Service, Inc.

2449 Charlotte St.
Kansas City, Mo.

333 N. Michigan Ave.
Chicago, Ill.

4736 17th Ave. So.
Minneapolis, Minn.

11 McLean Ave.
Detroit, Mich.

Motion Picture Advertising Service Co., Inc.

70 E. 45th St., New York, N. Y.
1032 Carondelet St., New Orleans, La.
141 Walton St., Atlanta, Ga.
82 Madison Ave., Memphis, Tenn.
418 Watts Bldg., Birmingham, Ala.
923 15th St., N. W., Washington, D. C.
3 Langdon Sq., Cambridge, Mass.
2339 Bryn Mawr Ave., Philadelphia, Pa.

KANSAS CITY
IS A
K
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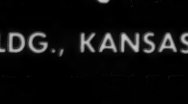
Y
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*
ELIZABETH WHITEHEAD, *Station Director*



Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Coaxial Expansion Is Slated by AT&T

Five-Year Program to Provide Network Facilities for TV

AT&T, which last year announced a five-year program of 6,000 to 7,000 miles of coaxial cable construction, expects to have 2,000 miles manufactured and three-fourths laid by year's end.

Work has been spurred on by increased need for telephone circuits between war centers but cable also can carry extremely broad bands needed for television, as well as phone circuits. The coaxial network will therefore form the backbone of coast-to-coast video networks unless radio relays, with which the company is experimenting, prove more economical.

A two-coaxial system, 90 miles long, has been in service between New York and Philadelphia since 1936 and a four-cable system, 200 miles, between Stevens Point, Wis., and Minneapolis, since 1940. Future prospects follow:

In ground but not equipped is a four-coaxial cable, Washington-Baltimore; six-coaxial cable, Philadelphia-Baltimore; six-coaxial cable, Terre Haute-St. Louis; four-coaxial cable, Atlanta-Jacksonville.

The 1945 program calls for six-coaxial cable, Atlanta-Meridian, Miss.; eight-coaxial cable, Shreveport-Dallas; eight-coaxial cable, Washington-Charlotte; six-coaxial, Meridian-Jackson and eight-coaxial, Jackson-Shreveport.

During next four years AT&T plans four interconnected backbone routes: Atlantic Seaboard, New York to Miami, via Atlanta; Southern Transcontinental, Atlanta to Los Angeles; Midwestern, East Coast to Chicago, via Pittsburgh and Cleveland; North-South, Chicago to New Orleans, via St. Louis and Memphis.

Bendix Contest

FIFTY postwar Bendix radio-phonograph sets are being offered as prizes in a war bond letter writing contest for GI's in the European theater, Leonard C. Truesdell, general sales manager of radio and television, Bendix radio division, announced last week. Sponsored by the European Theater War Bond & Insurance Office, the contest is open to all military personnel who have purchased a bond since May 1, 1945. The subject of the letters is "My Savings and Postwar Plans".

WPB Report

(*Continued from page 20*)

lescence of equipment as a result of battle experience more vividly portrayed than in radio and radar."

Because of radar's "highly complex nature," the report points out, orders can be placed only with plants having extensive engineering facilities, with resultant disproportionate share of orders by a few companies.

To relieve the disparity thus created, Mr. Krug reveals, WPB arranged with other government agencies, labor and management for loans and transfer of labor from company to company and from plant to plant, thus substantially increasing output without a proportionately large increase in manpower.

The report declares that for the first time in history, fighting forces are provided, through radio, instantaneous communication between troops on land, ships at sea, and planes in the air. It is still too early to estimate the part played by such equipment, the report finds, "but it may be safely said that both radio and radar have played leading and dramatic parts in the widening theaters of war."

WCHS Hearing

ORDER was adopted by the FCC last week for reopening of the record in the hearing heretofore held on license renewal of WCHS Charleston, W. Va. [BROADCASTING, April 16], and application is designated for further hearing July 23 in Washington. Consistent with "tightening-up policy" of Commission on license renewals, hearing is set to obtain further testimony to close proceedings. Capt. John A. Kennedy, WCHS president, has previously testified that he holds no interest in WGKV Charleston.

WAR Advertising Council's campaign guide on "The Job Ahead—Japan", now being distributed to advertisers, urges sponsors not to disturb their regular OWI messages, but if they wish to give extra cooperation to contact the OWI Domestic Radio Bureau special assignment chief, 280 Madison Ave., New York.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

AP

WSNY, Schenectady, N. Y.

. . . our entire news staff joins me in congratulating you on the splendid job you are doing.

George R. Nelson,
General Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

SOUND EQUIPMENT—*precisionized*—mechanically and electronically—*for finer performance*

25 GRAM 'FLOATING' PRESSURE

Further Reduces Distortion and Record Wear

FAIRCHILD offers an unusually mounted 'floating' design for low-pressure, dynamic pickup. Designed for radio broadcast and other exacting transcription requirements, it reproduces all of the quality and natural beauty of recorded music or speech *with full naturalness.*

All microscopic undulations — that determine the quality of the transcription — are picked up without distortion *even from heavily modulated grooves.*

How? By means of several Fairchild patented design features: Let's start with the 3 ounce cartridge mounted on a two-point suspension in the pickup head casting. It's the only vertical moving mass in the Fairchild assembly. High and low spots in the record disc need only displace its 3 ounce weight instead of the total weight of the entire mounting arm. This unusual mounting method affords a near-uniform stylus pressure of 25 grams — even under unfavorable playing conditions.

Next, the pickup head is mounted in the famous Fairchild tone arm with cone ball bearings. Lateral drag is reduced. And still another important source of distortion and record wear is eliminated.

Finally, there is no *overhang* of the tone arm with consequent inertia — another cause of difficulty when playing warped records or on uneven turntables. The tone arm *floats* at any required adjustable height above the disc.

Descriptive and priority data on the newly perfected Fairchild Lateral Dynamic Pickup and Transcription Turntable are now available. Address *New York Office:* 475 - 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Blvd., Jamaica 1, N. Y.

SOUND EQUIPMENT

Fairchild CAMERA
AND INSTRUMENT CORPORATION

KANSAS CITY
IS A
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AP

WSNY, Schenectady, N. Y.

. . . our entire news staff joins me in congratulating you on the splendid job you are doing.

George R. Nelson,
General Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

SOUND EQUIPMENT—*precisionized*—mechanically and electronically—*for finer performance*

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SOUND EQUIPMENT

Fairchild CAMERA
AND INSTRUMENT CORPORATION

We're Crowing About Our New

Extra PLUS

Merchandising Service

Find out how this added WMMN feature will give you one of America's Greatest Direct Response Audiences Dealer Co-operation.

Write us or—

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

U. S. Programs Are Popular In Britain

Audience Here to BBC Shows Indicated on Increase

THE PERCENTAGE of British population who listen regularly to programs produced in the United States and rebroadcast by the BBC is considerably higher than the percentage of Americans who hear BBC programs over U. S. stations and networks, according to surveys conducted simultaneously in both countries.

One survey, conducted by the National Opinion Research Center under the supervision of Joe Kenas, BBC's research manager, showed that during the last week of April, 1945, more than 15,500,000 adults in the United States heard one or more BBC programs. Mr. Kenas said this indicates a 3,500,000 increase over a similar survey made in September, 1944. Survey also revealed that approximately 40,000,000 Americans knew of at least one of the six BBC programs rebroadcast nationally.

The other survey, conducted at the same time by Robert Silvey, listener research director of BBC, showed that 20,000,000 adults in Britain had recently listened to one or more of the seven programs produced in the United States and rebroadcast in Britain. Percentagewise, these figures indicate that 21% of United States adults with radios heard BBC programs during the week, while 68% of the adult British listeners had recently heard one or more programs from America.

MAJ. DONALD G. WEISS (r), formerly of WRUF Gainesville, Fla., is congratulated by Brig. Gen. L. A. Diller, PRO for General MacArthur, for "meritorious achievement" as assistant radio officer heading communications for war correspondents.

The seven American programs and the percentage of British adult listeners hearing each are: *Charlie McCarthy*, 30.7; Jack Benny, 28.7; *Command Performance*, 27.5; *Transatlantic Call*, 25.0; *Atlantic Spotlight*, 23.1; *Mail Call*, 22.9; *American Commentary*, 22.5. McCarthy and Benny are heard without commercials; *Command Performance* and *Mail Call* are prepared by the U. S. Army; *Transatlantic Call* and *Atlantic Spotlight* are exchange programs; *American Commentary* is a weekly quarter-hour review of news from the United States. The survey did not include a number of special programs produced by BBC in New York for English listening.

British programs and the percentage of U. S. adult listeners to each are: *Radio Newsreel* (MBS), 9.1; *Transatlantic Quiz* (American) 4.6; *Transatlantic Call* (CBS), 4.5; *London Column* (transcription), 3.4; *Eagle Club* (MBS), 3.4; *Atlantic Spotlight* (NBC), 1.1.

* * *

Larger on Weekends

WEEKEND family audience is larger per radio home than during the week, with the Kate Smith Sunday evening hour heading the list with three listeners per listening family, according to the Spring 1945 Audience Composition Report released last week by the Cooperative Analysis of Broadcasting.

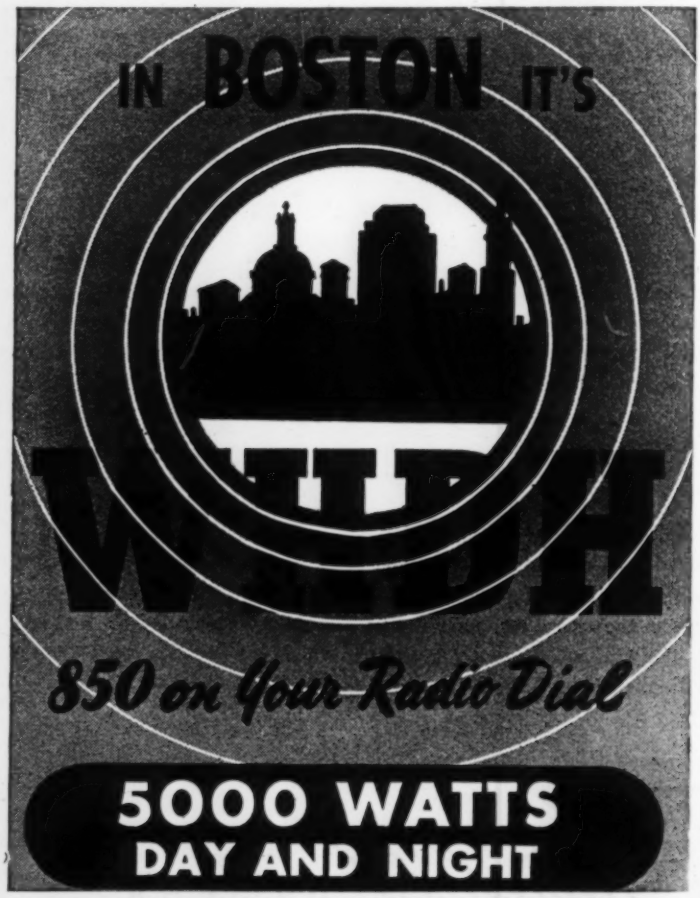
Next ranking program is the *Fitch Bandwagon*, a half-hour with 2.9 listeners per listening family. Drew Pearson and Walter Winchell, each with 2.6 listeners per family, are the leading 15-minute shows. Drew Pearson and Gabriel Heatter draw the most men per set, 1.1. Weekday daytime programs most popular with men are *Tom Mix* and *Baukhage Talking*, each with 0.4 men listeners per listening home.

Attracting the most women per set are the *Kate Smith Hour*, *Electric Hour* with Nelson Eddy, *Prudential Family Hour*, each rating 1.5 per listening family. For children, *Terry and the Pirates* ranks first with 1.4 per listening family. Second is *Lone Ranger*, 1.1 children per listening home.

* * *

Canadian Ratings

JUNE daytime national rating report of Elliott-Haynes Ltd., Toronto, released on June 30, places two Canadian daytime programs at top rating, with *Soldier's Wife* first with a rating of 17.3, followed by *Happy Gang*, and American programs *Big Sister*, *Ma Perkins*, and *Road of Life*. French language daytime shows for June are headed by *Jeunesse Doree* with a rating of 28.6, followed by *Quelles Nouvelles*, *La Rue Principale*, *Joyeux Troubadours*, and *Grande Soeur*.



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

"... but Boss, WFDF Flint says our morale is important."

Uncle Ezra sez:

"Going Strong, By Cracky – from Halifax to Dallas to Spokane"

Now – 312 TRANSCRIBED PROGRAMS:

Enough for 6 times per week for 52 weeks; or 3 times per week for 2 years. From $2 to $6 per program.

Tell us time of day or night you would broadcast "Uncle Ezra". We will immediately quote price nearest 20% of your rate for that particular 5 minutes.

In this series of Transcribed five-minute Broadcasts, each of them has been planned to permit one-minute-and-thirty-seconds for Live Commercials.

Cancellation Privilege without short term penalty.

EXCLUSIVE TO ONE STATION IN EACH CITY!

WRITE—WIRE or Telephone for Audition Transcription

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

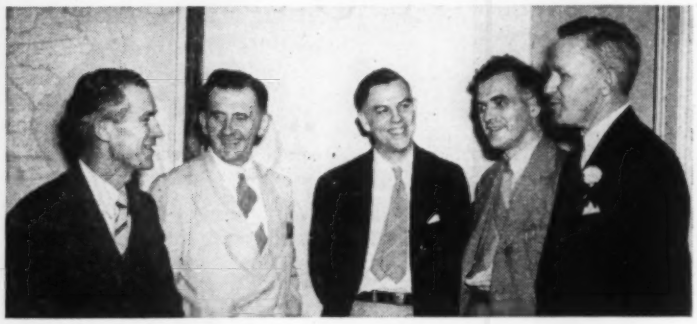
BOARD OF TRADE BUILDING CHICAGO 4, ILLINOIS TELEPHONE WABASH 6243

Argentine Businessmen Buy Video Transmitter

SYNDICATE of Argentine businessmen headed by Martin Tow has purchased a television transmitter from Allen B. DuMont Labs., for an overall price in the neighborhood of $450,000. Group will attempt to obtain priorities for an early delivery of the equipment, said to be the first South American video station set-up.

Details are lacking, but the original proposal called for a 25 kw peak video transmitter, a 12.5 kw peak audio transmitter, full field pickup and relay equipment and cameras and control equipment for three studios. Syndicate, said to hold the only franchise for video operation so far granted in Argentina, presumably will erect the transmitter in or near Buenos Aires.

Opening of McIntosh Offices



DISCUSSING RADIO'S future is this group of authorities at formal opening of Frank H. McIntosh consulting engineering offices at 710 Fourteenth St., NW, Washington. (L to r): Rosel H. Hyde, FCC general counsel; Eliot Lovett, president, Federal Communications Bar Assn.; FCC Commissioner E. K. Jett; John Creutz, chief, Domestic & Foreign Branch, Radio & Radar Div., WPB; Host McIntosh.

Clubs, Parks Summer Advertising Underway

AMUSEMENT parks and night clubs were well underway on their summer radio advertising campaign in New York last week.

Glen Island Operating Co., for Glen Island Casino, is using spot announcements on WJZ WOV WHN WNEW and WOR, on 13-week contracts. Casino also has arrangements for remote dance band pickups by CBS, NBC and Mutual on a sustaining basis throughout the summer. Agency is Robert Feldman Inc., New York.

Rockaway Playland, Long Island, for its amusement park, has signed eight-week contracts for spot announcements and jingles for children on WJZ WOR WNEW WOV and WHN. Business was placed through Ehrlich & Neuwirth Inc., New York.

Palisades Amusement Park is advertising on WNEW on a cooperative basis—giving the station use of the park's lighted sign across the Hudson for advertisement of WNEW. WNEW, in turn, airs one-minute Palisades announcements.

For its "Carnival Room", the Capitol Hotel has 13-week spot announcement contracts with WOR WJZ WHN WMCA WAAT and WBYN. Agency: Aetna Adv., New York.

Carol Irwin Promoted

CAROL IRWIN, a member of American's talent and program development department, has been appointed head of that department. Miss Irwin joined American on March 1, 1945, coming from Young & Rubicam, where she had been in charge of daytime radio. Prior to her affiliation with Young & Rubicam, she was associated with Pedlar & Ryan, and Lennen & Mitchell, and had served as program director of WCAU Philadelphia.

Acquire KFJB

TRANSFER of control of Marshall Electric Co., licensee of KFJB Marshalltown, Ia., from Catherine R. Peak, administratrix of estate of the late Earl N. Peak, to group of Des Moines businessmen is requested in application filed with FCC last week. Consideration for the 100% interest is purchase for approximately $27,200 of notes held against licensee. Transferees also compose Independent Broadcasting Co., applicant for new station in Des Moines.

GINNY SIMMS

Charming Virginia Simms has distinguished herself as a singer and personality from the time she first appeared in the West Coast nite spots to her current standing as one of radio's outstanding artists.

Ginny was born in Texas and attended school in Fresno, California. She expected to make a career of teaching but chose music as an outlet for her talents. It wasn't long before Ginny joined Kay Kayser and eventually turned to solo work, recording and pictures.

Now, as star of her own NBC radio show, she is doing a wonderful job of helping talented war veterans to fresh starts in show business.

YOU'RE THE MOMENT OF A LIFETIME	Okeh 6282
NICKEL SERENADE	Okeh 6416
MAY I NEVER LOVE AGAIN / WALKIN' BY THE RIVER	Okeh 6025
A STONE'S THROW FROM HEAVEN / I KNOW A SECRET	Okeh 6050
EASY STREET	Okeh 6259
THESE THINGS YOU LEFT ME	Okeh 5990
FRENESI	Okeh 5903

Please refer to your BMI DISC DATA for the complete list of BMI-Licensed titles recorded by Miss Simms and many other great artists.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York * Chicago * Hollywood

WFMJ SELLS The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

RADIOS TOP WANTS OF CAPITAL HOMES

RADIOS and radio-phonograph combinations top the list of home appliances and furnishings to be bought within a year after the war by Washington, D. C., families. Survey conducted by the Washington Board of Trade in cooperation with the Committee for Economic Development shows that 19% of the families planning to stay in the Washington area plan to buy radios or combinations, and estimates demand at 56,000.

Next on the list are washing machines 18%, refrigerators 14%, vacuum cleaners 11%. Revival of advertising and merchandising activities, along with time-payment plans and other factors are expected to stimulate demand, the survey states.

CP Granted KFLW

MODIFICATION and issuance of construction permit originally granted November 21, 1944, for KFLW Klamath Falls, Ore., new local on 1450 kc owned by Herald Pub. Co., was granted by the FCC last week. The memorandum opinion and order authorizes change in antenna and changes in studio and transmitter locations on condition that the applicant will satisfy legitimate complaints of blanketing within 250 mv/m contour. Approval for the station had been delayed by WPB until March.

AMP Contracts

ASSOCIATED Music Publishers has completed new licensing agreement with KFH Wichita and has extended agreements with KRKO Everett, Wash., KSJB Jamestown, N. D., KYSM Mankato, Minn., WFIL Philadelphia, WSUN St. Petersburg.

John Walsh

JOHN WALSH, well-known Chicago free lance radio actor, died Monday, July 2. Mr. Walsh, 36, was a member of the Gallon Club of the Red Cross, had been on *First Line, Service to the Front,* and *America in the Air* and currently was on several soap operas.

PROGRESS of television was demonstrated to Washington business and civic leaders at a two day meeting in New York by (first row, l to r) William Neel, WMAL asst. mgr.; Eugene S. Thomas, WOR sales mgr.; Lt. Col. William A. Roberts, Tv Broadcasters Assn. counsel; Samuel H. Cuff, gen. mgr., DuMont video station WABD; Ernest V. Loveman, Philco Radio & Television Corp. v-p; Paul Mowrey, American Tv division; and (2nd row, l to r) Harry S. Wender, Bamberger Washington counsel; William Baltin, TBA exec. sec.; Reynold Kraft, NBC Tv Eastern sales mgr.; John Dodge, NBC Tv; Carleton D. Smith, WRC mgr.; Robert Jamieson, WABD asst. mgr.

Wisconsin Proposes Plan For Educational Stations

FUNDS for construction of a statewide FM broadcasting system for educational purposes are provided in a bill (631A) introduced in the Wisconsin Assembly and referred to the Committee on State Affairs. The project would become part of the proposed nationwide FM educational system fostered by Dr. John W. Studebaker, U. S. Commission of Education.

To be operated under direction of the U. of Wisconsin, now operating WHA Madison, the proposed station would be given $62,595 July 1, 1945 and $100,320 a year later for construction and equipment. A State Radio Council would be created to direct operations. It would receive $2,000 as of July 1, $20,000 a year later for operation, $1,000 in 1946 for maintenance.

KFH
IS YOUR PIPELINE...

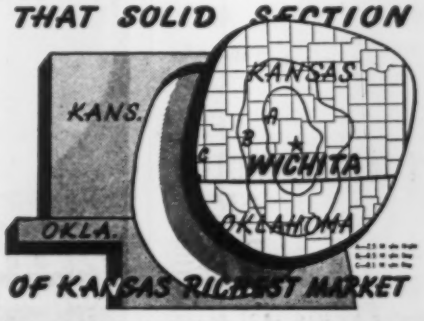
★

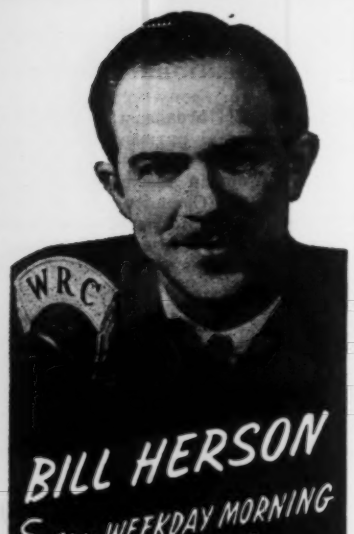
You won't be "wild catting" when you address your sales message to Kansas' Richest OIL Market.

...TO A $125,000,000 OIL MARKET

Just because Wichita has become the great midwest aviation center, don't overlook the fact that Wichita is also the capital of one of the large oil producing areas in America. They took 100,714,704 barrels of liquid gold out of the ground in Kansas, in 1944—and turned it into more than $125,000,000 of hard cash... a large part of which went directly into payrolls and purchasing power. And your sales pipe-line to this Wichita Market is that selling station, KFH—the sales producer of a great oil production center.

KFH
WICHITA
CBS • 5000 WATTS DAY & NIGHT
CALL ANY PETRY OFFICE





first
CHOICE
of
Washington
Agencies!

When local advertisers place one minute announcements Bill Herson's program, 6:00 to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

Local preference makes Herson your No. 1 spot buy.

FIRST IN WASHINGTON
WRC NBC

OWI Stations to Carry on for ABSIE

Radio's Contribution In War Praised by Davis, Haley

ELMER DAVIS, OWI director, said last week that OWI transmitters in New York, Europe and North Africa will continue to broadcast the American story in Europe despite the closing of ABSIE.

Speaking on the station's farewell program on Independence Day, Mr. Davis declared: "ABSIE has done its work; but the Voice of America will still be heard in Europe. ABSIE was a weapon of war, an instrument that assisted in the Allied campaign of liberation—and an Allied instrument, since we owe its establishment and operation largely to the friendly assistance of the BBC.

Mr. Cohen

'Voice' Goes on

"Now, we talk to a continent in reconstruction; and even though this powerful channel of the voice of America is closing down, that voice will still be carried by other transmitters, both shortwave and longwave, to the peoples of the liberated nations."

Joining Mr. Davis in ABSIE's final broadcast, W. J. Haley, director general of BBC, observed that the 14 months of ABSIE's momentous life have been marked with unfailing British-American cooperation in the field of radio as in every other field of endeavor against the enemy.

"The full story of all that broadcasting has achieved in this war has still to be told," Mr. Haley declared. "It has been a most powerful and perpetual weapon. By its means the forces of truth have been sustained in places where and at times when they could have been kept alive in no other way. Thanks to broadcasting truth has not merely survived; truth has prevailed."

Brig. Gen. Robert McClure, chief of the Psychological Warfare Division of SHAEF, emphasized the important role played by ABSIE in transmitting messages and instructions from Gen. Eisenhower to the people of occupied Europe before and after the Allied landings in France.

Later, he said, ABSIE played its part in transmitting Gen. Eisenhower's messages to the German people who came to appreciate "the full significance" of his words and the "inescapable logic" of his instructions. "The result," said Gen. McClure, "was measured in the saving of time required for final victory and the saving of Allied soldiers' lives."

John G. Winant, American Ambassador to England, and Robert Sherwood, former director of the OWI Overseas Branch, who was the first speaker on ABSIE when it began operations on April 30, 1944, also participated. Portions were broadcast by Mutual.

Since its inauguration, ABSIE has broadcast eight hours daily without interruption in English, French, German, Flemish, Danish, Norwegian, and Dutch to the European target countries. Using powerful shortwave and longwave transmitters, it reached audiences as far away as South Africa, Russia, India, Australia and New Zealand.

80% Heard ABSIE

OWI estimates that at one time or another 80% of the people of occupied Europe listened to ABSIE, the Voice of America. In Aachen, Germany, six out of every ten people admitted they listened to ABSIE. But, in addition, ABSIE's voice reached beyond its listening audience. Until normal communications were restored to Europe it was one of the main sources of news to the press. For months its studios sent newscasts for underground newspapers.

Under the direction of Philip H. Cohen, former chief of the OWI Domestic Radio Bureau, ABSIE operated with a staff of 250, about half of whom were American and half locally hired. The station originated about 682 programs a month which were supplemented by relay programs from OWI studios in New York, Washington, San Francisco and Honolulu.

ABSIE'S transmission facilities were part of the BBC home service wavelengths before the war and will now revert to BBC. The American story will be broadcast over the 200 kw longwave transmitter of Radio Luxembourg, three 50 kw stations, two of which are shortwave, in Algiers, medium and shortwave facilities of the BBC overseas service, and shortwave transmitters of 26 OWI stations in eastern United States.

this is
WDOD
the
STATION
IN
Chattanooga
•
CBS
•
5,000 WATTS
DAY AND NIGHT

ACCORDING TO EVERY HOOPER the *outstanding* CHOICE OF CHATTANOOGA LISTENERS

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

Agency Crack-Down

TO ELIMINATE so called "street brokers", Southern California Broadcasters Assn., Los Angeles, will institute more stringent agency recognition requirements. Robert O. Reynolds, president of the SCBA and general manager of KMPC Hollywood, has appointed a committee headed by Calvin J. Smith, manager of KFAC Los Angeles. Crack-down will hit alleged agencies which collect 15% commission and in some instances "kick-back" to their clients. On committee are Lee Wynne, commercial manager of KGER Long Beach; William Beaton, manager of KMTR Hollywood; Clyde Scott, manager of KECA Hollywood, and Harry Witt, manager of KNX Hollywood.

Surplus

(*Continued from page 16*)

electronic stockpile already on hand continues to grow, private business firms and citizens must keep in mind that all is not available surplus that is released by the military.

Watching Potential

Many eager electronics users are keeping a peeled eye on potential surplus. Material becomes surplus in this way: First, the military or Federal agency decides it doesn't want an item, due to obsolescence, lack of need or other reason. Army and Navy circularize other military services to see if they are interested.

Surplus Property Board right now is drawing up a regulation to cover States and subdivisions. The decision will probably set a precedent. As it looks now State, educational and charitable institutions will pay a nominal fee to obtain surplus. This fee will cover cost of repair, overhead, conversion to special needs, and transportation.

At that point enters a somewhat foggy priority situation among private users. Regulations are not yet written, but probably will work out like this: First, veterans; second, small businessmen who are veterans; third, other small businessmen; fourth, other business; fifth, agriculture.

After all those groups have passed it up, the public gets its chance.

Second souree of surplus comes from cancellation of contracts. If material is left over from terminated contracts and not necessary for war production purposes, it goes to the RFC as surplus.

A look around the potential surplus of the military brings this reaction—why the delay?

From the military comes the answer that they must de-classify material before it becomes surplus. And the military is inclined, from necessity, to play safe. It has several classes of material: Top secret, secret, confidential, restricted. A top secret item must go through all other three classifications before becoming eligible for surplus. Often downgrading is quick, due to rapid military obsolescence. After that, WPB priorities are applicable.

Items Move Quickly

Even so, electronics items are moving quickly, or will soon. Maj. Gen. H. C. Ingles, Chief Signal Officer, War Dept., told a House committee that Signal Corps redistribution and surplus amounted to $54,482,000 cost value. All this was obsolete, nonstandard or excess, including tubes, radio sets and components, vehicles, power units, wire, communications equipment, photograph film and equipment, signal panels. Signal Corps plans to recover $110,000,000 in equipment now in Europe and transfer it to the Pacific in 1945, with another $113,000,000 in 1946. Some will be left in Europe for occupational troops.

On the theory that people starve quickly during widespread unemployment, RFC is working with a two-fold objective: 1, speed transition to normal peacetime production; 2, make maximum use of Government-owned surpluses. To do this without flooding the market will require careful handling. RFC is prepared to do that kind of a job. It is highly sensitive to its responsibilities.

Sales Outlets

It has built up an imposing system of sales outlets, or agents for electronics surplus. There are about 200 agents who handle items of their own manufacture and 15 of the "central agents" who handle any electronic item no matter what the label. They are reimbursed by RFC for all reasonable costs, including cataloging, appraisal, repair, conversion, advertising. They get 10% commission for sale to non-governmental buyers, 5% to Government buyers.

Other disposal agencies handle other types of surplus—consumer goods to Dept. of Commerce (Office of Surplus Property), with broadcast receiving sets included; ships and maritime property to Maritime Commission; food to War Food Administration; housing to National Housing Agency; real estate to Dept. of Agriculture, Dept. of Interior, National Housing Agency or Federal Works Agency; airports, not specified.

As the handler of capital and producer's goods, RFC on July 1 set up an Electronics & Communications Branch in its office of Surplus Property. This section succeeded its Defense Supplies Corp. The change is mostly administrative.

Checking around the manufacturing and distribution segments of the electronic industry, opinion is voiced that the RFC's disposal system is a good one. However, it hasn't had enough desirable surplus material to make it a successful operation, and fear is heard that the system may break up if the agents can't get bigger and better inventories.

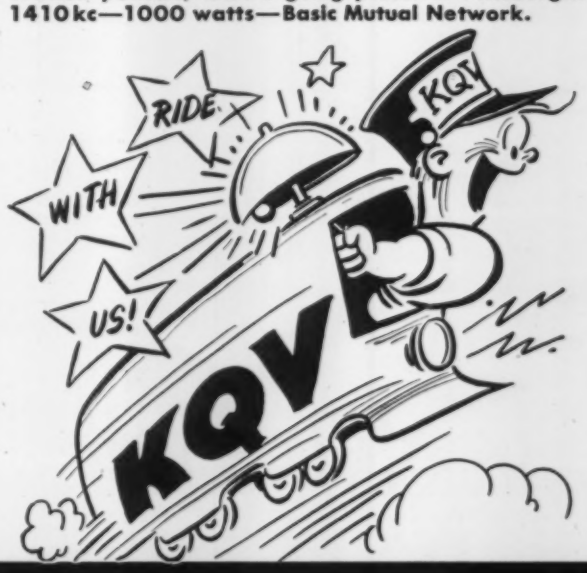
Good material is starting to flow to the RFC. Soon its agents will be receiving news and better items—end equipment and components. Then will come the big test of the biggest electronics disposal project since Marconi sent his first message.

Wake Up!

"WAKE UP Club" has been formed by WCOS Columbia, S. C. Listeners who join are awakened by the *Wake Up Club* m.c. between 6 and 9 a.m. with cheerful guarantee that they will stay awake if they tune in WCOS.

GOING TO TOWN!

With new ownership, enhanced staff and real cooperation policies, KQV's *going places* in Pittsburgh! 1410 kc—1000 watts—Basic Mutual Network.



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

WSGN

1st. IN THE MORNING
2nd. IN THE EVENING
3rd. IN THE AFTERNOON

That's how WSGN ranked in percentage of the listening audience among all the BLUE (now AMERICAN) stations in Hooper's 32 city audience survey.

THAT'S WHY WSGN IS "ALABAMA'S BEST BUY FAR"

THE BIRMINGHAM NEWS-AGE-HERALD STATION

Represented by Headley-Reed

AMERICAN WINN BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago

HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

CBS Western Clinic

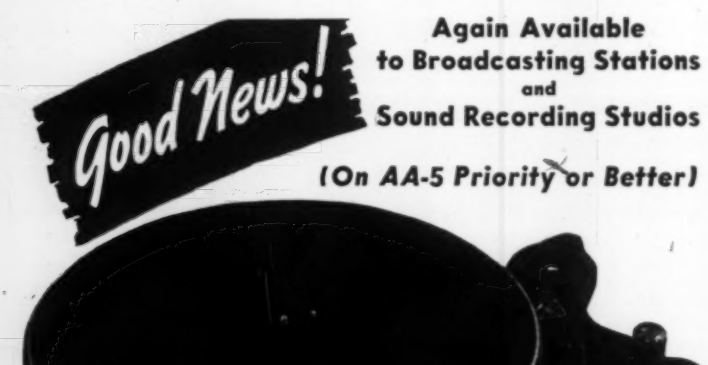
THREE-DAY program managers clinic will be held for 22 CBS western affiliates at KNX Hollywood July 11, 12, 13. Agenda, prepared by Edwin Buckalew, network field manager of station relations for area, includes panels on program analysis, daytime programming, sound effects, news, script writing and community service programs. Sessions are under supervision of Donald W. Thornburgh, network Pacific Coast vice-president, with Hal Hudson, CBS Pacific Coast program director, chairman.

PROGRAM celebrating completion of 12 years on the air of American's *Breakfast Club* was broadcast from WHBL Sheboygan, Wis., hometown of M.C. Don McNeill (l). With him are (l to r) Matt Werner, treas. of *Sheboygan Press* and WHBL; Charles Broughton, owner and publisher of both; Merritt R. Schoenfeld, asst. gen. mgr. of American Central Div.

Good News!

Again Available to Broadcasting Stations and Sound Recording Studios

(On AA-5 Priority or Better)



REK-O-KUT RKD-16

DUAL SPEED 16-INCH RECORDING MOTOR ASSEMBLY WITH NEW IMPROVEMENTS

Here is the news you've long been waiting for. The famous RKD-16, the preferred recording motor assembly among major broadcasting stations and recording studios, is again being made available to essential users. Unsurpassed in performance, this precision instrument is ruggedly constructed and painstakingly assembled for efficient and prolonged service. A heavier turntable, closer machining tolerances and better lubricatior materially increase the life and performance of this unit.

1. Lathe turned, 25 lb. cast iron turntable, balanced, with disappearing drive pin and rubber turntable pad.
2. Turntable fitted with one inch diameter polished steel shaft, with special oil grooves for force feed lubrication when operating. Rotates on a single ball bearing at the bottom of the turntable well.
3. 1/20 H.P. General Electric constant speed motor.
4. A simple and smooth shifting arrangement guarantees a positive repeat speed change at all times.
5. The turntable attains full speed in less than one revolution.
6. 10 lb. machined and ground mounting base of Cast Iron with integral lathe bored and lapped turntable bearing.
7. This single unit type construction insures positive and easy alignment of the REK-O-KUT overhead mechanism with the turntable.
8. Improved lubrication system eliminates oiling of idlers more than once in three months.

Since our monthly output is subject to WPB regulations, we suggest that you send your order without delay.

Coming! *We'll soon be ready to announce more REK-O-KUT products for broadcasting stations and sound recording studios. Be on the lookout for them.*

REK-O-KUT COMPANY

146 GRAND STREET NEW YORK 13, N. Y.

Export Division, 458 Broadway, New York City, U. S. A. • Cables: MORHANEX

Holds KSJB 60%

CONSENT was granted by the FCC last week to acquisition of control of KSJB Jamestown, N. D., by John W. Boler, president and general manager of North Central Broadcasting System, through purchase of 72 shares of common stock for $7,200. Already holder of 23 shares, Mr. Boler acquired 24 shares treasury stock and 48 shares new issue for total interest of 60%. New capital is needed for proposed expansions, application stated.

RCA Conference

EXECUTIVES and district service managers of the RCA Service Co. start a 10-day conference today [Monday] at the Seaview Country Club, Absecon, N. J. The group will be addressed by J. G. Wilson, newly-appointed operating vice-president of RCA-Victor division, and other RCA executives. Plans for future activities in electronic activities and maintenance will be discussed.

Leaves OWI

MARION SABATINI, assistant chief of station relations and director of women's activities of the OWI Domestic Radio Bureau, has resigned effective July 12 to join Publicity Associates Inc., New York. Her functions as editor of the War Guide will be taken over by Marjorie Treat of the editorial and production staff.

FOR THE ANSWER TO ALL YOUR RECORDING PROBLEMS

TO...

U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

WRITE-WIRE OR CALL FOR DETAILS

New Airport Bill Still Affects Radio

CAA Administrator to Have Final Say in Tower Removal

ALTHOUGH terms of a new airport bill (HR 3615) reported out by the House Interstate & Foreign Commerce Committee, give broadcasters the opportunity to object to removal of transmitter towers to make way for new airports, the Civil Aeronautics Administrator still would retain final authority on all decisions.

In its report the Committee said it considered amendments to HR 3170 [BROADCASTING, June 18] and several other pending bills. Broadcasters did not appear at hearings on the original measure, introduced by Chairman Clarence F. Lea (D-Cal.) of the Committee. Neither did the FCC, although radio interests were involved. Commission attorneys were studying the bill last week.

Sec. 9(c) provides that "any public agency, persons, association, firm, or corporation" having "substantial interest" in any application for an airport may file with the CAA Administrator a memorandum supporting or opposing a proposed project, and a public hearing shall be accorded. The power of "eminent domain" is invested in the Administrator, when in his opinion, property needed for airports cannot be acquired without undue delay.

The bill does not define how much adjoining area may be acquired to eliminate "hazards". Thus, it was pointed out, should a small town decide to build an airport, and the project sponsors decided that a radius of 10 miles were needed for landing and taking off "airspace", the community's only radio station could be removed.

Pending before the Senate is the McCarran Bill (S-2), already reported favorably. That measure does not conform to amendments to the House Bill which were intended to give broadcasters an opportunity to protest.

Block That Trumpet

REQUESTS for more and longer commercials are not exactly what one expects so when Martin Block began receiving them from listeners to his *Make-Believe Ballroom* record programs on WNEW New York he investigated. Requests came from neighbors of a Brooklyn student trumpet player who practises by accompanying Block broadcasts, pausing for breath during commercials. He also pauses, presumably in admiration, when Harry James records are played. So Mr. Block is also being asked to broadcast lots of James records by the same fans.

Port Stories Factual

BROADCASTERS covering return of troops at New York port of embarkation have been asked to be especially factual and specific in reporting unit arrivals in order not to give the impression that a whole division has come home, when, in actuality, only a small number of soldiers have docked. Lt. Col. Robert D. Levitt, chief of the office of technical information at the port, wrote news chiefs of radio stations in the New York area asking that they use caution.

Transcriptions

(*Continued from page 18*)

courteously thank the singers as though the artists were in the studio.

The old Federal Radio Commission on Nov. 26, 1928, adopted General Order No. 52 which modified its original record-identification Order 16, adopted Aug. 9, 1927. The original specified that "phonograph records" and "mechanical pianoplayer" be identified as such.

By 1928 special broadcast transcriptions had become available and the FRC modified its order to permit the identification of transcriptions as such and not as "phonograph records". But the new phrasing had to "accurately describe" such transcription and had to be phrased in such a nature "as not to deceive or tend to deceive the public as to the character of the reproduction broadcast."

Broadcasters, in 1928, were required to keep records of all phrases used in identifying transcriptions and to submit them to the FRC "on request".

L. Edmund Zacher

L. EDMUND ZACHER, 67, president of Travelers Insurance Cos. of Hartford, which own WTIC, died June 28 at his home in West Hartford. He had been president of the company since 1929 and had begun with Travelers in 1904 as a clerk.

Audax
Pick-ups, Cutters, Jewel Points
now in stock at
HARVEY
Only in AUDAX pickups does one find the exclusive "relayed-flux" principle so largely responsible for the sharp, clean-cut facsimile reproduction of Microdyne. Only with AUDAX cutters is the Distortion Factor reduced to such a negligible amount. And only with the AUDAX jewel point is the reproduction so faithful, so true. Small wonder, then, that AUDAX equipment is held in such high esteem by major radio stations and recording studios. Specify AUDAX where quality and consistency of performance are essential. The complete line is in stock at HARVEY, distributor of fine radio and electronic equipment.
HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.

Back in 1936, the Western Electric 316A Vacuum Tube—delivering 6 watts at 500 megacycles—was radical in design and performance. It pioneered in UHF transmission, which in turn led to Super High Frequencies employed in many of this war's electronic marvels.

The work currently being done with microwaves by Bell Telephone Laboratories and Western Electric holds great promise for the future of broadcasting and television.

Buy War Bonds—and hold them!

It brings RESULTS!

A home run boosts the score as quickly as a message over WLAW "ups" your sales record.

WLAW

LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 KC.

Serving
1,902,591 Residents
in
Industrial New England

NATIONAL REPRESENTATIVES:
WEED & CO.

Congress, Treasury Continue to Probe Elliott Roosevelt Station Financing

AFFAIRS of Elliott Roosevelt and his ill-starred Transcontinental Broadcasting System project of six years ago continued under both Treasury and Congressional scrutiny last week, to the accompaniment of a newspaper bombardment led by such anti-New Deal journals as the *Chicago Tribune, New York News* and the *Washington Times-Herald.*

Elliott, now a brigadier general in the Army Air Forces, has maintained silence on reports that he borrowed money which appeared to aggregate in excess of $800,000 for both the Texas State Network and the Transcontinental Broadcasting System. While Texas State still functions, with control reposing with Elliott's former wife, Ruth Googins Roosevelt Eidson, and their three children, Transcontinental did not even get started. Elliott, it is understood, still holds 5% of Texas State.

Other Loans

The incident erupted last month after Westbrook Pegler had published a syndicated column reporting that Elliott had borrowed $200,000 from John Hartford, president of the A & P grocery chain, in 1939. The loan, it was alleged, was settled for $4,000 by Jesse Jones, then Secretary of Commerce, and Mr. Hartford sought to deduct the loss in his 1942 tax return, which the Treasury subsequently reported was denied.

Other published reports were to the effect that two "Texas oil men" had loaned Elliott $500,000 presumably primarily in connection with Texas State. One loan was said to have been for $300,000 and the other for $200,000. S. W. Richardson and Charles F. Roeser, Fort Worth oil men, were identified with the organization of Texas State Network and the acquisition of WACO Waco and KNOW Austin by the Roosevelt operation. It was reported Treasury experts are in Texas checking the information.

Stock Valueless

Reports also told of a loan of $50,000 by Elliott from Maxwell N. Bilofsky, president of Industrial Electronics Corp. of New York, which was settled in 1941 by Elliott for $20,800. Mr. Bilofsky said the loan was strictly on a business basis and declared he had not claimed the $29,200 loss in his income tax return. He said the money had been loaned in 1939, with 500 shares of Texas State stock as collateral. He described the stock as having proved of no value.

David G. Baird, of Montclair, N. J., an insurance man, was said to have loaned Gen. Roosevelt $70,000 in November 1939 and to have arranged for the Bilofsky loan. Mr. Bilofsky said settlement of the loan was arranged by Mr. Baird. Subsequently it was reported that the Treasury had disallowed a bad debt claim of $50,000 filed by Mr. Baird.

Meanwhile, the House Ways & Means Committee and the Senate Finance Committee were reported investigating the Elliott Roosevelt radio financial dealings. Requests for information from the Treasury made by these committees resulted in the special investigations both in Texas and in New York. The House committee is confining itself to the income tax aspects. It was doubted whether public hearings would be held.

NAB President

(*Continued from page 17*)

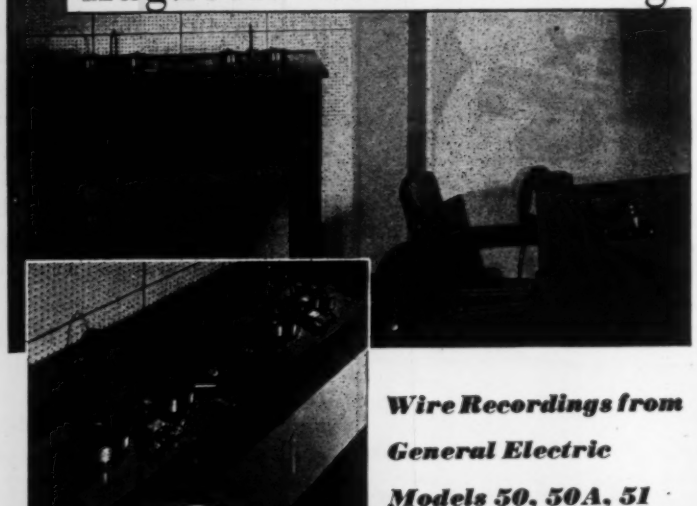
for the presidency. In addition to the three under consideration for the topmost post, there are a dozen names in the hopper for the executive assistant's assignment. Comdr. Craven insisted it was premature to discuss individuals.

Eric Johnson, president of the U. S. Chamber of Commerce and a West Coast manufacturer by profession, had been considered and is understood to have met with members of the committee. His tentative proposal, which did not reach the negotiation stage, was one which would have necessitated a doubling of the NAB's income of approximately a half-million dollars, it was reliably learned. In addition to a six-figure salary, it was reported that the Chamber of Commerce head had in mind a staff of public relations experts who would be well compensated.

Justice Miller left June 29 for his home in California and was not to return to Washington until the fall term of the court. Although he has had no practical experience in radio, as a member of the appellate bench since 1937, he has written opinions in a number of cases appealed from the FCC. The appellate court is the direct appeals body over the FCC and other adminstrative agencies of the Federal government.

Should the committee fail to decide upon a new president, it will so report back to the NAB Board, likely to meet in early August if travel conditions permit. The committee probably would ask for its discharge and recommend the retention of an interim managing director who would report to an executive committee of three. J. Harold Ryan, incumbent president, has agreed to remain on the job through July—a month beyond his original commitment. It is logically concluded that Mr. Ryan would preside over the suggested executive committee, representing large stations. Comdr. Craven, who headquarters in Washington, might be designated the medium station director, with Clair R. McCollough, Mason Dixon Group, as the probable local station selection.

Magnetic Wire Recording



Wire Recordings from General Electric Models 50, 50A, 51 Rerecorded to Discs.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

KDKA
PITTSBURGH
WESTINGHOUSE RADIO STATIONS Inc

ACTIONS OF THE FCC

JUNE 30 TO JULY 6 INCLUSIVE

Decisions . . .

ADMINISTRATIVE BOARD ACTIONS
JULY 2

NEW-1400 kc Harrisburg Broadcasting Co., Harrisburg, Pa.—Granted license to cover CP new standard station WHGB, 250 w unlimited; conditions.

Jackson City Board of Education, Jackson, O.—Placed in pending file application for CP new noncommercial educational station.

Eastern States Broadcasting Corp., Bridgeton, N. J.—Placed in pending file application for CP new FM station.

Unity Corp., Lima, O.—Same.

KSTP St. Paul, Minn.—Placed in pending file application for CP new commercial television station.

ACTIONS BY COMMISSION
JULY 3

KJBS San Francisco—Granted license renewal for period ending 5-1-48.

KSTP St. Paul—Same (and aux.).

WTOP Washington—Same (Comr. Durr voted for further inquiry).

KVSF Santa Fe, N. M.—Granted license renewal for period ending 2-1-47.

WALL Middletown, N. Y.—Same.

WFBG Altoona, Pa.—Same.

KWJB Globe, Ariz.—Granted license renewal for period ending 8-1-46 (Comr. Durr voted for further inquiry).

WCBT Roanoke Rapids, N. C.—Granted license renewal for period ending 2-1-46.

KSJB Jamestown, N. D.—Granted acquisition of control by John W. Boler thru purchase 72 additional shares for $7,200.

Corinth Broadcasting Co., Corinth, Miss.—Granted call letters WCMA for new station.

KFLW Klamath Falls, Ore.—Adopted memorandum opinion and order granting mod. CP for changes in antenna and trans. and studio sites; conditions.

WCHS Charleston, W. Va.—Adopted order ordering that record in hearing heretofore held re license renewal be reopened; application is designated for further hearing 7-23-45.

Applications . . .

JULY 2

Raytheon Mfg. Co., New York—License to cover CP new developmental station W2XRA.

1490 kc KBST Big Spring, Tex.—CP increase 100 w to 250 w.

NEW-U. of Texas, Houston—CP new noncommercial educational station, 1 kw, special emission.

1230 kc KFJB Marshalltown, Ia.—Transfer control from Catherine R. Peak, administratrix of estate of Earl N. Peak, deceased, to Kenneth Durham, Robert Root, Joseph Rosenfield and John Ruan.

NEW-49.3 mc KSEI Pocatello, Ida.—CP new FM station, 2,245 sq. mi., $15,675 estimated cost.

JULY 3

Jansky & Bailey, Washington—Assignment of license W3XO to WINX Broadcasting Co.

1130 kc WCAR Pontiac, Mich.—Special service authorization to operate 7 a.m. EST to local sunrise with 250 w for period 9-1-45 to 4-1-46.

NEW-46.3 mc Georgia-Alabama Broadcasting Corp., Columbus, Ga.—CP new FM station, 9,500 sq. mi.

NEW-49.1 mc John P. Norton, Escanaba, Mich.—CP new FM station, 1,481 sq. mi., $23,000 estimated cost.

JULY 5

790 kc WPIC Sharon, Pa.—Special service authorization with 100 w or 250 w from 6 a.m. EST to local sunrise.

NEW-1450 kc Escambia Broadcasting Co., Pensacola, Fla.—Petition for consideration and grant under FCC Policy 1-16-45 of application for CP new station 250 w unlimited.

De Mille Wichita Speech Is Available Transcribed

SPEECH delivered by Cecil B. DeMille in Wichita June 29, under the auspices of the Town Hall Committee, has been transcribed and is available to individual stations. Mr. DeMille spoke before an estimated 5,000 people on "Majority Rights—and Wrongs", decrying the practices of some labor leaders. Among stations who have requested or used the transcriptions are: KFH KANS KSAL KTSW KIUL KVGB WHB WSUI WGAR WJR KMPC.

Other radio programs are now under discussion, according to William Larner, Town Hall Committee national executive secretary. Committee is a non-partisan organization opposing extension of government control.

RCA Purchases Brenkert

RCA has purchased the Brenkert Light Projection Co., Detroit manufacturer of motion picture projectors, arc lamps and accessories, for which RCA Victor has been exclusive distributor since 1941. Company will continue to operate as a seperate firm under its own name, with Karl and Wayne Brenkert remaining active in its management.

Marine Corps Starts New Program on CBS

U. S. MARINE Corps starts a new program on CBS Saturday, July 21, 3-3:30 p.m. titled *Your Marine Corps* and designed to tell the story of Marines as a continuing force in American life—in war and peace. Announcer for the series is 1st Lt. George Putnam, former NBC news announcer and liaison officer for Marine Corps operations within Armed Forces Radio Service.

Series will be produced by Roy Passman of CBS. Writer is S/Sgt. Alvin M. Josephy, Marine Corps combat correspondent recently returned from the Pacific, where he covered the Iwo Jima landings among other operations. Sgt. Josephy was assistant news and special events director of WOR New York, and just before joining the service, he was special events chief with OWI's Radio Bureau.

Format is built around pick-ups from combat areas, Marine veterans of World Wars I and II describing life in the service, and the Marine Band, under Capt. William F. Santleman. Series will originate from the Marine Barracks in Washington. It is scheduled to move to a nighttime spot in the fall.

WNEW New York has been given a special plaque by the Army "as a token of appreciation for outstanding assistance to the Army in various phases of its recruiting activities". Plaque was reward for broadcast of WNEW weekly program, "GI Campus", as well as for two previous war program series, "Girl Behind the Gun" and "Young Men With Wings".

*Fulton Lewis, jr.
"Hooperated" 22.8

in a special survey in typical Non-Hooper city!

Mutual Star Scores With 68.4% of radio audience

This is just one of many one-station cities where Fulton Lewis, jr. has the "Lion's Share" of the audience. Why not "buy" Fulton Lewis, jr. and buy a ready-made audience at the same time. It costs no more to sponsor this outstanding radio personality.

WIRE OR PHONE FOR SPOT MARKET AVAILABILITIES

Act at once. Contact William B. Dolph, Barr Building, Wash. 6, D. C.

ORGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

5000 watt CBS station in thriving southern market has opening for commercial man with selling experience. A good paying proposition for man who can sell. Write Box 768, BROADCASTING.

5 kw western network station needs combination operator-announcer. Box 803, BROADCASTING.

Salesman—For replacement on sales staff of independent station in midwest market of three million, where salesmen's commission past year ranged from $9,000 to $16,000. Applicant must prove ability and integrity and have achieved a record volume through clean cut aggressiveness and service to accounts. Box 808, BROADCASTING.

Announcer wanted—Great Lakes area station wants experienced staff announcer. Postwar permanence to right man. Working conditions ideal. Good starting salary. Will pay expenses for final audition. Write giving complete details. Be prepared to submit voice transcription. Box 818, BROADCASTING.

Wanted—Good announcer holding first class license. Excellent working conditions in western network station. $65.00 weekly. Box 822, BROADCASTING.

Engineer. Experienced, 5 kw RCA equipped midwestern station. Must have car. Permanent. State draft status, previous experience, age, references and salary expected. Box 823, BROADCASTING.

Control operator. Experienced, metropolitan market station. No license required. Give full details about yourself, and salary desired. Box 824, BROADCASTING.

Wanted aggressive salesman to take over local accounts on midwest local. Write or wire Box 830, BROADCASTING.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Announcer—250 watt NBC affiliate with pending application for 5000 watts is expanding staff and has real opportunity for top flight announcer with successful experience record. The man we seek wants to become permanently established in the delightful community life of a southern seacoast city. He should be familiar with all phases of programming—news, sports, special events, production shows, and control room operation. If you can fit this picture, write and tell us about yourself, including past and expected earnings. Good basic salary plus talent fees offers excellent opportunity for earnings and advancement to right man. Box 834, BROADCASTING.

Wanted—Announcer with or without experience. Send complete story first letter. Box 845, BROADCASTING.

Wanted—Announcer-copywriter. Experienced and reliable with third class ticket or willingness to obtain one. Permanent position if you are man for job. Progressive Rocky Mountain NBC station. Send full details to KSEI, Pocatello, Idaho.

Don't answer this ad unless you are willing to live in a small town and work for a small station. KPFA, 250 watt NBC affiliate in Helena, Montana, needs capable announcer who can also write copy. Restricted permit or better required. The chap we want probably has been with present employer year or more, will investigate us quite thoroughly before answering this ad and will feel that joining us is a real advancement. Salary depends upon qualifications.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Help Wanted (Cont'd)

Leading New England station offers top opportunity to qualified announcers experienced on remote. Rush transcription references to Winn Bettinson, WHEB, Portsmouth, N. H.

Announcer wanted—Experienced staff man. 50 hours weekly. Starting salary dependent upon your qualifications. Minimum $50.00 weekly! Must have experience on tables and controls. Send voice audition and complete details to A. R. Cooper, WFDF, Flint, Michigan.

WSYB, Rutland, Vermont, wants man with first class license. Good pay, 48 hour week. Permanent. Send full information and picture. Must be over thirty or released serviceman.

Wanted—One control operator and one transmitter operator with first class licenses. Write or wire giving full details. Chief Engineer, WSPA, Spartanburg, S. C.

Announcer wanted at once. CBS affiliate in the garden spot of America, ideal working conditions with modern plant equipment. Salary and talent fees. Send information and audition disk to KGBS, Harlingen, Texas.

Need good, sober, experienced announcer Permanent job, orty hour week, excellent living conditions. Florida Gulf coast city. Good salary. If interested, send recent voice transcription plus complete, not partial, record past experience and three good character references to Jack Rathbun, WCOA, Pensacola, Florida.

Wanted—Experienced and competent program director by a western NBC affiliate. Man chosen must have ability to write and produce local programs, must be thoroughly familiar with use of transcription libraries and be capable of general supervision of station programming. This is a permanent and pleasant position for man qualifying. Give full details in first letter. Box 835, BROADCASTING.

Ohio network station has opening in engineering department for first class engineer. Position is permanent. No replacement. Especially interested in returning war veterans. $46.00 per week to start. Box 836, BROADCASTING.

Have opening for trained woman continuity writer, permanent position. Give full information. Robert E. Bradham, Manager, WTMA, Charleston, S. C

Wanted—Operator, first class license immediately. Send complete story first letter. Permanent. Box 574, BROADCASTING.

Wanted—Transmitter engineer, immediate vacancy for first or second class licensee. NBC outlet, ideal community. Send complete details first letter to Chief Engineer, KTFI, Twin Falls, Idaho.

Want experienced time salesman Steady employment guaranteed. Drawing accounts and commission. Wire or write full details Frank Kaull, KLO, Ogden, Utah.

Wanted—Combination first class engineer announcer, 44 hours, $50.00, free apartment. J. D. McCoy, WAIM, Anderson, S. C

Radio engineers and technicians wanted. National network in New York City. Knowledge of television helpful. Write full details.

BOX 832, BROADCASTING

Situations Wanted

Engineer—Experience: studios, transmitters, recording, net stations. Box 709, BROADCASTING.

Chief engineer—Six years pre-war experience. Available August 1st. Permanent basis only. Active overseas war record. References. Box 807, BROADCASTING

Announcer—7 years excellent experience. Now employed by top NBC station. News and platter shows. Want permanent position in a big market. Married, 25, 4F. Box 831, BROADCASTING.

Engineer—12 years broadcast experience, FM, AM to 50 kw, studio and transmitter, maintenance, construction and operation. College education. Now with large network in special engineering work Desire responsible position in standard broadcast and/or FM station west of Rockies. Draft 2AF. Box 833, BROADCASTING.

If you are applying, building or setting up operational procedures, take advantage of experience and save money. Box 847, BROADCASTING.

Salesman. Married, reliable, deferred. Interested position radio sales. Two years related experience. Excellent record and references. Also, good voice and delivery. Will consider announcer-newscaster offer. Prefer east. Box 840, BROADCASTING.

Announcer, news editor, program director with fifteen years experience, available immediately. Seeking permanent position. Qualified for small station management. What have you? Address Box 844, BROADCASTING.

Announcer—Now employed N. Y. C. station. Wants staff or free lance work. N. Y. C. only. Apt. 2C, 467 Avenue, N. Y. C.

Engineer—First class, single, 38 years, 23 years in radio. Wants position where maintenance ability is wanted. Remote transmitter operation preferred and if possible where living quarters are available. Will consider temporary vacation duty, transportation paid. Wallace V. Rockefeller, Wood River, Nebraska.

Public relations and program director, capable of handling any and all types of air work. Specialty-audience participating and public service programs. Organist, vocalist, production director. Available immediately. Wire Box 838, BROADCASTING

Experienced station engineer seeks position of responsibility. Box 842, BROADCASTING.

Wanted to Buy

Broadcast station for cash. Give rates, present monthly gross and price. Box 846, BROADCASTING.

For Sale

For sale—High quality audio transformers. Frequency response to 15 kc. Also, micro-ammeters, potentiometers, wire wound resistors, paper condensers. Prices reasonable. No priority. Write for bulletin. Box 829, BROADCASTING.

Miscellaneous

Capital and services to invest in small local station. Radio background and experience. Box 827, BROADCASTING.

CAN YOU WRITE?

We know of several exceptional opportunities for men of great skill in the preparation of news for radio.

Write

BOX 839, BROADCASTING

TOP NOTCH EXECUTIVE AVAILABLE

If your organization needs a manager, assistant manager and/or program director, you'll be interested in this man's story. He's presently managing—and very successfully, too—a western regional but has good reasons for desiring change.

A PROGRAMMING CONSCIOUS EXECUTIVE WITH SOUND, PROVEN IDEAS AND THE KNACK OF CARRYING THEM THROUGH TO A SUCCESSFUL CONCLUSION.

This man has boosted the gross of his station 50% in less than six months.

ONLY A RESPONSIBLE, PERMANENT SPOT WITH AN ORGANIZATION THAT WANTS TO PROGRESS WILL BE CONSIDERED. LOCATION NO OBJECT! SIZE OF STATION IMMATERIAL! BIG SALARY NOT PRIMARY OBJECTIVE!

This man will report for personal interview at his expense.

Box 848, BROADCASTING

ARE YOU LOOKING FOR A BETTER JOB?

FREE PLACEMENT BUREAU FOR ANNOUNCERS—WRITERS—ENGINEERS AND OFFICE WORKERS.

SEND COMPLETE DETAILS IN FIRST LETTER. NO FEE. RADIO STATIONS PAY THE CHARGE

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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bld.
CHICAGO 4, Ill.: 228 S. Wabash Ave.

ENGINEERS

Prominent midwestern manufacturer of radio transmitting equipment is looking for two graduate engineers for development work in AM and FM transmitters. Starting salary good and future for advancement excellent.

BOX 763, BROADCASTING

We Are Looking For Men To Operate Our New Branch Offices

We are an old, well-known manufacturer of Radio Transmitting Equipment, about to open branch offices in New York City and on the West Coast. We need a good man to operate each of these offices. He must be able to contact stations intelligently, know broadcasting methods and problems, and discuss equipment from a technical standpoint.

There's a wonderful opportunity for the right man. Are you one of them? Give full details of experience, age, background, salary needs, etc., in first letter.

BOX 749, BROADCASTING

CRYSTALS

HOLLISTER CRYSTAL CO.

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

SERVICE DIRECTORY

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Write For Details
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Robert L. Kaufman
Organization
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District 2292

BUY WAR BONDS

YOU HAVE "A DATE WITH MUSIC"
the sparkling new transcribed ½ hour musical series starring
PHIL BRITO
the golden voiced song-sation of radio
For costs and audition records write or wire
CHARLES MICHELSON
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Atlanta, Ga. ATwoor 3328

At Deadline...

'FIBBER & MOLLY' TOP COAST RATING

TOP PROGRAM with Pacific Coast audiences in June was *Fibber McGee & Molly*, according to June report of C. E. Hooper Inc., which gives the program a rating of 21.4. *The Great Gildersleeve* was second with a rating of 16.9; *Screen Guild Players* third with 14.9.

Rest of the Pacific first 15, in descending order, are: *Truth or Consequences*, 14.5; *Aldrich Family*, 14.5; *Mr. District Attorney*, 14.2; *Take It or Leave It*, 13.7; *Radio Theater*, 13.6; Walter Winchell, 13.6; Bob Burns, 12.8; Bing Crosby, 12.7; *Vox Pop*, 12.4; *Counterspy*, 12.3; Kay Kyser, 11.9; *Thanks to the Yanks*, 11.9. (Other ratings stories, page 74)

Average evening audience rating was 7.2, compared with 8.6 in May and 7.9 in June 1944. Average evening sets-in-use was 28.3, compared with 33.1 in May and 29.7 a year ago. Average evening available audience was 74.0, compared with 76.7 in May and 74.4 in June of last year. Average daytime rating was 3.7, compared with 3.9 in May, 3.7 a year ago. Average daytime sets-in-use was 13.7, compared with 15.7 in May, 14.1 a year ago. Average daytime available audience was 66.0, compared with 65.3 in May, 65.4 a year ago.

NABET HEAD WAITS REPORT

ALLEN T. POWLEY, NABET president, awaits report from Chicago local on refusal to let July 3 Mackinac Island program go on American Network. B. F. Fredendall, chairman of Chicago local, said program from Governor's conference was cut at Chicago studios because no NABET technician was at point of contact. WXYZ Detroit handled pickup, said E. R. Borroff, American v-p, and net didn't think it necessary to send engineer from Chicago. Program went on dead mike 30 minutes before Harry Wismer, American announcer, was notified of cut.

Closed Circuit

(*Continued from page 4*)

vacancy in prospect. Post of former Justice Vinson, now War Mobilization Director, has never been filled. Associate Justice Justin Miller, if he gets together with NAB, may resign before fall (see story p. 17). Names of prominent attorneys heard for existing two vacancies: Former Commissioner Norman S. Case, Commisioner C. J. Durr, or Commissioner Paul A. Walker—all lawyers—who could get strong endorsement. Ex-FCC Chairman James Lawrence Fly had been mentioned months ago.

WASHINGTON broadcasters are kidding about innovation in microphones—a diplomatic kind with a sort of striped pants base and cutaway face. With Walter J. Brown, WSPA Spartanburg head, as public relations aide to new Secretary of State Byrnes, radio is certain to be more in evidence in international diplomacy. If Walter has his way, there'll be a mike at peace table.

LOOKS as though CIO white-collar union moved too fast into net clerical workers. At first enthusiastic about naming committees to get raises, employes are now wary about joining labor union. Probably CIO will temporarily ease organizing pressure and concentrate on forming a radio publicists guild similar to group in movie industry.

CONWAY P. COE NAMED RCA LABS. PATENT HEAD

CONWAY PEYTON COE, former U. S. Commissioner of Patents, was elected vice-president in charge of patent department of RCA Labs. at RCA board meetinng Friday. Born in Dunkirk, Md., Mr. Coe served in the Field Artillery during World War I. He engaged in private law practice in Akron and District of Columbia ten years before his appointment as Commissioner of Patents in 1933. He resigned June 15, 1945.

AUTO WORKERS UNION PROTESTS WCKY CANCELLATION

REFUSAL of WCKY Cincinnati to give time for two labor broadcasts it considered "too controversial" was brought to attention of FCC Chairman Paul A. Porter by United Auto Workers (CIO).

Controversy developed from plan for Cincinnati stations to broadcast programs from labor conference in the city week of June 11. According to Ernest Goodman, special counsel for UAW international headquarters in Detroit, WCKY agreed to give union three periods, one a question-an-answer program on reconversion. Objection was raised to script on ground of controversy and revision requested. This the union refused. Next night (June 15) George Addes, secretary-treasurer of the UAW, was to speak on Wagner-Murray-Dingell bill but station advised union, Mr. Goodman said, no time was available.

No other Cincinnati stations objected to UAW programs equally "controversial", Mr. Goodman said. Union asks sustaining time from station to equal the two cancelled periods and has sent copy of letter to Chairman Porter.

TWO-BAND FM SEEN

PIONEER FM Radio Mfgs. met Friday in New York to discuss problems arising from new allocations. Group said it was feasible to furnish broadcasters with equipment suitable for transmission on both present 42-50 and new 88-106 mc FM bands. New receivers will be designed with both bands. Arthur Freed, v-p of Freed Radio Corp., is chairman.

GAROD NET PLAN

GAROD RADIO CORP., Brooklyn, plans network program as soon as company can begin shipments of receiving sets, possibly about Oct. 1. Network, time and program format are still undecided, according to Shappe-Wilkes, New York, agency for Garod.

END OF A WAR

WAGA Atlanta brought the Civil War to a close July 4 by promoting and broadcasting the return of Dade County, Georgia, to the Union after 85 years. The county had seceded from both the Union and the State of Georgia in 1860 but had never officially healed the breach. Charles Smithgall, WAGA general manager, and Channing Cope, farm director, promoted the event. The 60-foot flagpole erected for the occasion will be dedicated to WAGA. President Truman sent a telegram welcoming back Dade County. WAGA and American broadcast the historic proceedings.

People

ERWIN F. FAUSER, executive vice-president and general manager of William R. Warner & Co., New York (pharmaceuticals) named president of company. He succeeds Dr. Marvin R. Thompson, resigned.

RUSS HODGES, Mutual-WOL Washington sportscaster, July 7 was presented special merit award plaque by the American Legion in recognition of his rehabilitation service in behalf of patients of Walter Reed Hospital.

LINCOLN DIAMANT, previously with program departments of CBS and American, has been appointed general manager of Intercollegiate Broadcasting System, New York, succeeding Louis R. Bloch, who continues in charge of IBS sales.

WILLIAM C. MEYERS, formerly Commonwealth Edison Co., Chicago, appointed sales promotion manager of WGN Chicago.

RAYMOND B. ZELLO, formerly with display department of *Chicago Herald-American*, appointed account executive for Sydney S. Lovitt Co., Chicago.

MAJ. JOHN H. CARON, retired after 3½ years in the Air Forces, named advertising manager of Chrysler Division of Chrysler Corp. He formerly was sales promotion director.

HAL WINTER, formerly media director of Raymond Spector Co., New York, and once at WHN New York, joins Grant Adv., New York, as media director.

WOODROW H. SPORN, discharged from Marine Corps as combat correspondent in Central Pacific, rejoins Duane Jones Co., New York, to specialize in premium techniques for broadcasts.

E. W. ZIEBARTH, formerly acting director of WLB, U. of Minnesota educational station, appointed educational director and production manager of WCCO Minnneapolis.

EDWARD C. OBRIST, WFIL Philadelphia program director, joins WPEN, same city, in mid-August as assistant general manager under Ben Larson.

PAUL CLARK, junior control room supervisor of NAB central division, moves July 16 to broadcast equipment division of RCA Chicago. Successor at NBC will be Alfred Otto.

G. H. KNOTT, elected vice-president, Albert Frank-Gunther Law, Chicago.

NBC NEWS EXPERIMENTS

TO EXPERIMENT with new methods of news presentation, NBC cleared 11-11:15 p.m. news period on WEAF New York, Bond Stores clothiers, relinquishing the spot. New policy becomes effective today (July 9) when Lyle Van, who has aired late evening news for the last year, switches assignments with Don Hollenbeck, who has handled the 6-6:15 p.m. news program. Planters Nut & Chocolate Co. and Peter Paul each sponsor 6 o'clock news thrice-weekly, placed by J. Walter Thompson Co. and Platte-Forbes, respectively. Mr. Hollenbeck will leave shortly for Europe.

WEAF announced four 52-week news renewals: M. J. Merkin Paint Co. for Charles McCarthy, Sat., 8:30-8:45 a.m., through Humbert & Jones; C. F. Mueller & Co. and Manhattan Soap Co. for Don Goddard, 12-12:15 p.m., each three days weekly, through Duane Jones Co.; Beechnut Packing Co. for Richard Harkness, Monday, Wednesday, Friday, 11:15-11:30 p.m., through Newell-Emmett Co.

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WORLD'S FINEST WESTERN MUSIC

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